Drew's Trap

Dear Customer,

Have you ever gone to bed feeling great, only to wake up the next morning wondering what in the world you were doing? Well, I did, and that's what prompted this Sale Catalog. My biggest catalog ever is just about to go to press and frankly, I'm in big trouble. So, if you'll help me out **this time**, you'll get some really phenomenal bargains. And, by doing some really fancy computer programming, I plan to send close-out product bulletins in the future **just to those of you who buy from this one** (more later).

I had a dream. I wanted DAK to become the largest (and best loved) mail order electronics company in the country with a goal of having 1,000,000 customers.

So, every day for the past 15 years I've looked at new products, tested them, taken their pictures and written about them. And yes, I play with them too.

After all, I've always said I have the neatest job in the world and I'm not the least bit tired of it.

HERE'S WHERE YOU COME IN

Since I still write every word you read in the catalogs, I want each word to go a long long way. (I'm still looking for help. Thanks for the resumes, I'll be contacting you.)

So, we keep increasing the number of catalogs we mail so that each ad I write is read by more and more people.

The Trap. Which brings me to why I'm in trouble. You see, the more catalogs I mail, the more each page costs because it is being sent to more and more people.

So, I need to have a tremendous supply of each product we offer or I can't include it in the catalog.

The morning that I woke up wondering what in the world I was doing, was when I started planning for the March catalog. I found that I had 12 pages of products that I couldn't run.

The trap springs shut. DAK had grown so big that we were sure to run out of each of the products if I ran them in the full catalog.

So, my day was ruined for two reasons. First, because I had to write 12 more pages (I had planned to go scuba diving). And second, I had inventory that I didn't know what to do with.

Actually the problem is that I have too little inventory of the products, not too much. If I had enough, they'd be in the March catalog, and I'd be off diving.

Enter DAK Active Customers. Last August I held a 'DAK Needs Money Sale'. It moved just about all the 'old' close-outs in our warehouse and let me bring in a ton of neat new products.

But, if you're a regular reader of my catalogs, you know that I don't ever give additional discounts, not even 'quantity discounts'.

DAK works very close (on as little as 8% markup), so when I have a close-out it's usually because the manufacturer has closed out the product to us.

I've always tried to give you the best price I can from the start. So, there's no room for additional special deals.

Anyway, here I am (trapped) with 12 pages of product that if I only cut by 8% no one is going to get excited about.

And if nobody is excited, I'm still going to be stuck with the inventory. So, I'm making some massive cuts to make sure that we sell out every last piece.

TOO BIG FOR MY BRITCHES

You see, my idea of sending out more and more catalogs to get bigger and bigger, looks really good on paper but has also turned into **'My Trap'**.

Each page that I write is seen by more and more people. Last August we had 840,000 customers. Today, not only have we achieved my life's goal of 1,000,000, we have over 1,100,000 customers.

DAK will mail over 30,000,000 catalogs this year. That's why so many electronics companies ask us to introduce their 'New Products'. And, it's why we need such big close-out deals.

That's how we get such good close-outs like the computer system on the next page and the portable video system at the back of this catalog. But it's also led to my problem.

Now, there are even too many of you customers for our surpluses. So, I'm going to develop a special **'bargain group'**.

Anyone who buys anything from this close-out' catalog will automatically receive my special limited close-out books.

So, if there's something in **this catalog** you want, you're in, even if it's an ongoing product. But, don't feel pressured. I'll probably run another 'large' close-out book this summer to give you another chance. Ah, to be small again!

BEYOND THE SURPLUSES

I want to plug 3 products in this book which aren't surpluses to DAK. (Or, well Martha, here comes the sales pitch.)

Plug Number 1. My Computer/Typewriter Challenge. Imagine an IBM compatible computer with a printer, and 12" Amber monitor for less than the cost of an electronic typewriter.

I've included a program that makes it as easy to run as a typewriter and it's sophisticated enough to run the thousands of IBM PC compatible programs.

Plug Number 2. We have just 5000 of the Daddy's Pride and Joy portable video systems left. I was going to rename the ad 'THE BEDROOM CONNECTION' because the real advantage of this system over a camcorder is that when you're not using it to make live tapes, you can use it as a second (standard VHS) VCR in your bedroom. It even has remote control.

I had planned to run a picture of a camcorder stuck in a messy closet and this recorder on my dresser. But I was afraid the camcorder company wouldn't be happy. Look for 6 pages of new ideas.

Plug Number 3. I've included our two equalizers because I can't overemphasize how happy I think you'll be when you add one to your stereo system.

I can't tell you to add 6db at 60hz so that your bass will sound great because I don't know your system, your speakers or your room.

What I can tell you is that most of what's called HiFi sound is how accurately your system reproduces 20hz to 20Khz.

With these equalizers and their spectrum analyzers you can make your system sound dramatically great. They are incredibly easy to hook in and to use.

SPECIAL CODE

The only way I can get you on the mailing list for future special small close-outs is **if you use a special key code when you order.**

I'm sorry, we can't take requests. The only way to get on the list is to buy something. But, don't forget I'll probably do this again during the summer.

Your special key code is **BCUS** (short for Customer, Bargain). Please use it.

NEW DAK SERVICE

Do you ever look at a DAK product and wonder if it will really work for you. If it will plug into 'YOUR' system?

Or, do you ever wonder if DAK's modem will work with your computer or exactly what the size of something is in our catalog? Well, we're testing a TECHNICAL SERVICE LINE to answer your questions. It will be open from Monday through Friday from 6AM to 5PM Pacific Time.

It will probably be least busy in the late afternoons. Your questions will also be relayed to me so that I can improve the information that I include in future ads. You'll find the new number on the back cover. Please enjoy the new service.

Sincerely,
DAK Industries, Inc.

Drew

Drew Alan Kaplan
President

Unfair Competition?

An Unfair Challenge to IBM's Typewriters and Computers

What if you and every secretary in your office could have powerful computers that were as easy to use, but cost less than IBM electronic typewriters? What if they also ran IBM compatible software? Well, now you can get this 256K IBM PC Clone, the Amber Monitor, the Letter Quality Printer, and The $400 Software Library for just $999.

By Drew Kaplan

Look around your office. Are your secretaries wasting time typing and re-typing letters and documents?

Well, throw out your dumb typewriters. Now typing on an IBM compatible computer can be as easy, and yes, cheaper than using an IBM electronic typewriter.

Every word you type can be stored in the 256,000 character memory or on floppy disks. So, when you make corrections to a letter or document, you'll never need to retype the whole letter again.

30 MINUTES TO PRODUCTIVITY

In 30 minutes **you** or your secretary will be comfortably typing letters faster than on any typewriter. This computer is so easy to use that there's no 'computer fear' from non-computer typists.

But, if you're looking for computing power, get ready to blast off. It is so powerful that it will run Lotus 1-2-3, Flight Simulator and every other IBM compatible program that we've tested.

In fact, the manufacturer states in the Operator's Guide that, "The computer is ultimately and completely compatible with the IBM Personal Computer."

Actually, typing letters is child's play for this sophisticated machine. But for $999, it's sure to be the most popular typewriter in any office or even at home.

So, compare it to the typing ease and durability of say the new IBM Wheelwriter 5 at about $1045, or a Xerox Memorywriter 625 at about $1595.

Or compare just the computer section to the agility, speed, and intelligence of an IBM computer. Then, check our price.

FORGET LIFT OFF CORRECTION

Think about making a change in the first paragraph of a letter you have dictated. Just mark up the draft copy and give it back to your secretary.

She can bring the letter back onto the 80 column 25 line Amber Monitor, make the corrections, touch one button and the letter will automatically print out with your corrections and additions.

You'll never have to reread or re-proof retyped letters again for errors. And instead of spending 15 minutes retyping and re-proofing, your secretary can be working on your next project.

A typewriter-type word processing program whose commands flash on the screen, when needed, makes this the ideal transition from typewriter to computer.

Look how easy it is to use. Simply touch the F1 key at the left of the keyboard to delete a character. F2 deletes a word. And, F3 deletes a whole line.

F5 turns this machine into a line by line typewriter for typing directly onto envelopes or forms. F6 prints out anything on screen at any time.

This is a magnificently simple program that **you** or your secretary will be comfortable with in 30 minutes.

But when you are comfortable, you'll want to open our sophisticated $400 Software Library that lets you really start to use the power of this computer.

(DAK's added Software shown with included Visual Manuals)

You can type in lists of your customer's or employee's names and addresses. Then create a letter, select which names you want to receive the letter, and the computer will automatically print out individualized letters for each person.

So if you want 5 people or 500 people to be notified personally of your newest product or policy, now it's all automatic.

There's also a Budget Program, a Calendar Program and even a Portfolio Management Program we have included.

Of course you can use any IBM compatible PC programs from Lotus 1-2-3 to Norton Utilities. Or, you can buy other even more sophisticated word processing programs that even correct your spelling or give you an on-line thesaurus.

MORE THAN A TYPEWRITER

This IBM compatible computer with its **two 360 kilobyte drives**, 256K random access memory (more or less is available), composite video and yes, even RGB full color graphics output, is made by Visual, the 5th largest manufacturer of office graphics terminals.

Visual's computer is loaded. It has both a Centronics parallel printer output (we've included a superb daisy wheel letter quality printer) and an RS232 serial communications port (yes, you can add a modem to access outside data banks, or your main frame computer).

Visual's 1985 price list shows a list price of $1895 for this computer. And, that doesn't include the Amber Monitor, the Printer, or the Software Library that we've added. It just includes the computer and of course the IBM compatible MS DOS 2.1 operating system.

WHY SO CHEAP?

Visual makes terminals. They thought they'd design a superb IBM Clone and sell it with their terminals.

Well it turned out that Visual's salesmen weren't equipped to sell computers and Visual had put too much money into these computers (the built-in color graphics, a terminal mode, 2 floppy disk drives and lots of other features) to sell them at today's stripped down prices.

So, Visual has sold them all to DAK and has taken an enormous loss. (But don't worry about Visual. They are a

large company and 'dumping' these computers just lets them get back to concentrating on their main terminal business.)

So, you'll save a fortune and that's why this is an unfair comparison to IBM.

You see, you're saving money only because Visual lost money. IBM not only needs not to lose money, but needs to make a profit as well.

And, don't worry about ending up with an orphan. Unlike small computer companies that come and go, as long as Visual makes terminals, they will be around to protect your investment. Plus, they use the Sorbus Network for service.

TAKE YOUR WORK HOME TOO! Wow!

With the addition of a $99 optional 16 line 80 column LCD display, you can take this computer home. It only weighs 18 pounds, so it's easily transportable.

So, when it gets to be 6:00 and there's still work to be done or files to be studied, just take the computer home or send it home with your secretary.

And, with the addition of a modem, you can even transmit files from home to the office. Or, you can log onto data bases like CompuServe or Dow Jones.

THE GOOD, THE BAD, & THE BEAUTIFUL

From your first touch of the rugged sculptured keys of this computer, you'll appreciate the built-in rugged quality.

There's even a 10 key numeric pad. The 83 key keyboard is **identical to IBM's PC**, except for the addition of lights on the 'Cap Lock' and 'Number Lock' keys.

The contoured keyboard is extremely comfortable. But, I must warn you that if you've never typed on an IBM PC, they've made the Shift keys and Return Keys slightly smaller than on a typewriter and it will take you a few minutes to adjust.

The computer has two floppy disk drives that use double sided double density 5¼" floppy disks. Each floppy disk holds 360,000 characters.

As a free gift from DAK, we're including a box of 10 disks. You can store 3,600,000 characters. And, that's a lot of letters, documents and names.

The computer uses a 16 bit 8088 Intel processor with a 4.77 MHz clock speed. It is AC powered and UL and FCC listed.

There is 256K of installed random access memory (RAM) for you to use as compared to 128K for most computers and the 7K on the IBM Wheelwriter 5.

We've included Magnavox's latest 80 column 25 line 12" non-glare Amber Monitor. It has 900 lines of horizontal resolution and 350 lines of interlaced vertical resolution to display graphics.

You can also connect an RGB (red green, blue) monitor for full color graphics. With most computers, the internal 'color card' can cost you several hundred dollars. Visual's has it built-in.

You can expand this computer by adding custom cards. There is an expansion port that can be directly connected to an IBM expansion chassis. Of course, the computer is infinitely expandable by running IBM compatible software.

Here's another bad point. This system is bigger than a typewriter. The computer is 18" wide and 15½" deep. And, with the monitor sitting on top, it is 14½" tall. Actually, the computer really isn't any bigger than a typewriter.

But don't forget the printer. It can be placed up to 6' away, but it really belongs next to the computer so that you can easily put in paper, envelopes etc. It is 15½" wide and 12½" deep.

So for most productive use you need a return on your desk that is about 33½" long. Of course, the printer can sit on a typing stand next to your desk or even your credenza. You'll be amazed at the increase in your productivity.

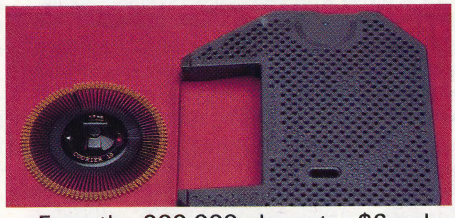
THIS IS NOT A CHEAP STARTER COMPUTER. Forget our price. Put it side by side with a similarly equipped IBM, run the same programs and you'll get the same results.

In fact, it's so compatible that you can interchange disks of your letters and programs between Visual's computer and and an IBM PC whenever you wish. Wow!

THE PRINTER

This Silver Reed daisy wheel printer will type on your standard letterhead, envelopes, 3 X 5 cards or mailing labels.

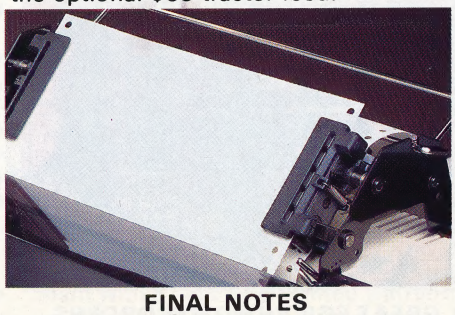
It uses the same type interchangeable daisy wheel direct impact print system as typewriters (heavy duty of course).



Even the 300,000 character $6 poly ribbons are identical to typewriter ribbons. The printer prints at 10-12 characters per second bidirectionally.

You can set horizontal spacing, 'pitch', for expanded or contracted letter spacing. You can underline automatically and you can print normal or **Bold**.

But, don't worry. You can simply put in your paper and type. You can even use continuous form tractor feed paper with the optional $69 tractor feed.



FINAL NOTES

Orders will be filled on a first in basis until our limited stock of the computers is exhausted. Both the Silver Reed Printer and Magnavox monitor are backed by their respective manufacturers' limited warranties. The Visual Computer is backed by Visual's limited warranty and serviced by Sorbus (or Visual).

DON'T FORGET IT'S PORTABLE

For just $99, you'll get the factory installed 80 column 16 line LCD display which simply lifts off when you're using the Amber Monitor.

You may not take your computer home or to another office every day, but the versatility is phenomenal. The LCD display is installed in the snap on case lid.

ACCEPT OUR TYPEWRITER COMPUTER CHALLENGE RISK FREE

Wait till you see this state of the art computer marvel on your desk. And wait till you see what its incredible computing power can do for your productivity.

If you're not 100% satisfied with its typing or computing ability, simply return it to DAK in its original boxes within 30 days for a courteous refund.

To get your Visual 256K IBM Compatible Computer with Two 360K Floppy Disk Drives, Composite and RGB Outputs, Amber Monitor, Silver Reed Letter Quality Daisy Wheel Printer, $400 value Software Library, 10 Free Double Sided Double Density 5¼" Disks and connecting cables for the monitor and the printer risk free with your credit card, call toll free or send your check for DAK's limited Close-Out price of just **$999** plus **$24** for P&H. Order No. 4500. CA res add tax.

OPTIONS

If you're only going to type with this system, you really don't need all 256K of memory. We have the same complete system with 128K of memory for just **$949** ($24 P&H) Order No. 4501.

If you're into massive spreadsheets and the largest programs, order the 512K upgrade which doubles the 256K memory. It's installed by the factory for an additional **$99** ($5 P&H) Order No. 4502.

Add the Factory installed 80 column LCD 16 line display so you can move Visual's computer and work wherever you want. It's just **$99** ($5 P&H) Order No. 4503.

Visual has a beautifully padded black Cordura case for the computer. It's just **$49** ($4 P&H) Order No. 4504.

If you want to run continuous forms, from mailing labels to checks to letterhead, the Silver Reed Tractor feed snaps on and off in about 30 seconds. It's just **$69** ($3 P&H) Order No. 4345.

Standard 300,000 character black poly ribbons are just **$6** ($0.50 P&H) Order No. 4346. You'll never see a lifted off correction mark that shows where errors have been removed again. You'll get 'Presidential Quality' letters that you'll be proud to mail every time.

IBM & IBM Wheelwriter 5, Lotus & Lotus 1-2-3, Flight Simulator, and Xerox & Xerox Memorywriter 625, are registered trademarks of International Business Machines, Lotus Development, MicroPro, and Xerox Corporation respectively.

DAK
INDUSTRIES INCORPORATED

TOLL-FREE ORDER LINE
For credit card orders call 24 hours a day 7 days a week
CALL TOLL-FREE. . .1-800-325-0800
8200 Remmet Ave., Canoga Park, CA 91304

Cable Controller Plus

Get all the cable channels on any TV or video recorder with this all new wireless infrared remote control cable tuning system. And at ~~just $88~~, we're sure to break the cable market wide open.

If you've got cable, we've got it all. Now you can tune in up to 60 cable channels from your easy chair.

The Universal Cable Controller receives all VHF Low Band channels 2-13 and VHF Midband 14(A)-22(I).

Plus it tunes the Super Band VHF channels 23(J)-36(W) and Hyper Band channels from 37-60. You'll get a lot of stations for our breakthrough price.

MOVIE CHANNELS

If there are movie channels on your cable and they're not scrambled, the Controller is all you need. If they're scrambled, you'll need the cable company's box.

Note: Check with your cable company before viewing anything at all, to see if they require you to pay a fee.

SPORTS PLUS

There are lots of 'Super Channels' broadcast on cable. On the all sports channel you'll watch 'World Class Sports' whenever you wish. All Movie Channels give you entertainment at all hours.

And 'Super Stations' from New York and Atlanta give you major city TV for cities other than your own. Plus, there's Cable News Network for a world wide perspective on the news and much more. Why not see what's on your cable?

ONLY FOR CABLE

If you don't have cable, the Cable Controller isn't for you. It only finds you extra channels when you are connected to a cable. And, it doesn't tune in UHF.

But, if you're on cable, your cable company is rebroadcasting UHF over unused VHF channels. So with the Cable Controller tuner, you'll get it all.

TOTAL RANDOM ACCESS TUNING

The wireless infrared remote hand controller does it all. It switches both the TV and the Controller on and off and selects your channels. **And, look at this.** You can select your favorite channels (up to 6) and store them in a special section.

Then just touch the special 'RCL' Recall Button and you'll be able to sequence through only your favorite channels. This is especially convenient if you like to flip through movie channels during commercials on regular TV.

For the other channels, you'll enjoy total random access tuning. You can go directly from channel 2 to 28. Or you can step tune one channel at a time.

Once you've set your own TV to channel 3, you can just forget it. Any fine tuning is handled from the wireless infrared remote handset. And you'll have crystal controlled frequency phase lock loop synthesizer tuning for the finest picture.

You'll see the number of the station that you have selected displayed on the command base. And, you can tune channels either from the remote or the base.

Color tints, volume, brightness and contrast are all controlled by whatever method you now use.

INSTALLATION

Nothing to it. All cable systems use 75 ohm round cable. Simply unscrew the end from your TV and screw it into the Controller base input.

Then screw in an identical cable (included) between the Cable Controller and your TV. Finally, plug your TV's AC plug into the Controller and the Controller's AC plug into the wall.

WHAT IT IS

The Cable Controller is actually a very sophisticated, all electronic VHF TV tuner/receiver. It's really like a TV set without a picture tube.

Since it's all electronic, you won't be getting snow from dirty tuning contacts and loss of fine tuning as the set ages.

The Controller tunes all the possible stations that your cable can broadcast, something that would be very expensive to build into standard TVs, because not all TVs are going to be used on cable.

GREAT FOR VIDEO RECORDERS

Now you can record off cable. With the Cable Controller hooked to your video recorder you can open the world of cable to your video recorder too.

Cable ready video recorders that don't even tune in 60 channels can cost hundreds of dollars extra. You can feed both your TV and video recorder. Or, you can separate them so that you can easily watch one thing and record another.

WHAT IT ISN'T

It isn't one of the infamous 'black boxes' you might have read about that illegally decode various 'Pay TV' channels. On cable, most of the programming isn't scrambled, it's just found outside the tuning range of the average TV.

So, if there is a Pay TV channel that is scrambled, or is only unscrambled on one TV in your house, the Controller is not made and should not be used to tune it in without paying.

Actually 'Cable Ready' TVs and video recorders do basically the same thing as the Cable Controller, but cable tuning is usually an added on feature that often doesn't cover as many channels.

The Cable Controller is made and backed by a standard limited warranty from Universal Security Instruments Inc.

TRY THE WORLD OF CABLE RISK FREE

Relax up to 20 feet away. Change channels, adjust the fine tuning or turn your set on or off. Explore the vast number of cable channels available to you.

Try it risk free. If you aren't 100% satisfied, simply return it in its original box within 30 days for a refund.

To order your Universal 60 Channel Cable Controller with Wireless Infrared Remote Control, risk free with your credit card, call toll free or send your check for DAK's market breaking price of ~~just $88~~ plus **$5** for postage and handling. Order Number 4147. CA res add tax.

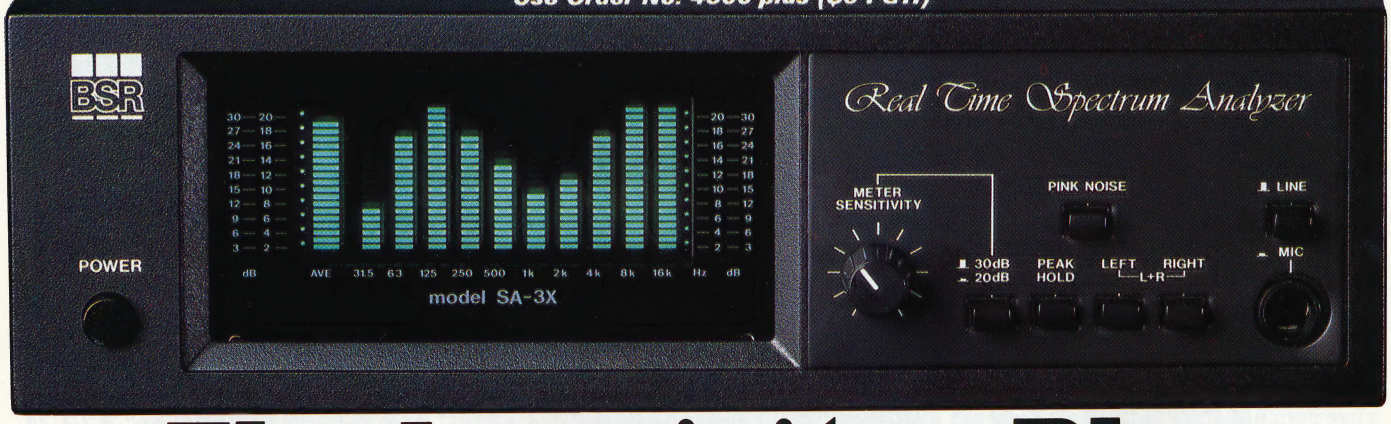
There's a whole new world of entertainment waiting for you just off your normal TV tuning range. With the Cable Controller, you can sit back in your favorite easy chair and tune in the world.

DAK
INDUSTRIES INCORPORATED

TOLL-FREE ORDER LINE
For credit card orders call 24 hours a day 7 days a week
CALL TOLL-FREE. . .1-800-325-0800
8200 Remmet Ave., Canoga Park, CA 91304

FINAL CLOSE-OUT - - - NOW JUST $69.90

Use Order No. 4300 plus ($6 P&H)



The Inquisitor Plus

Now you can scientifically analyze the relationship between your stereo system and your room, just like the studios do. Plus, you can watch the 10 bands of tonal quality in your music at a breakthrough price.

Listen to your room. Are your crashing cymbals being absorbed by a couch before you hear them? Are the responses of your speakers flat throughout the audio range? Is your low bass totally obliterated by your forced air heater?

Now you can actually listen to your room. Or, you can test your tapes and components in seconds.

And, with an equalizer, or by moving your speakers or furniture, you can bring your system up to its full printed audiophile specs and more.

Plus, you'll see your music not as a single level on a VU meter, but as a kaleidoscopic parade of 10 individual 20 element VU meters. Each is tuned to a specific octave of the sound spectrum.

The effect is awesome. You can visually isolate a string bass or a cymbal and actually see each individual instrument almost as a wave moving across the display's 220 individual fluorescent elements.

And, look at this. When you are making cassette recordings, you can see the actual component frequencies you are recording. Since high frequencies, rather than the massive VU overloading effects of a string bass, are susceptable to saturation, you can accurately set your recording level for better recordings.

THE MOUTH AND EARS

It talks. BSR's Analyzer speaks with a voice of pure calibrated Pink Noise. Pink Noise is the scientifically developed composit of **all** frequencies, generated at the exact same level.

Just connect the Pink Noise outputs to any line or 'aux' inputs in your receiver, equalizer or tape deck.

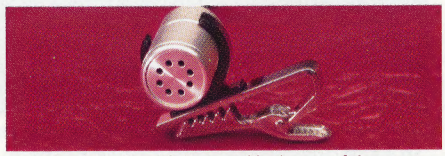
It listens too. You can monitor the results in two ways. If you are testing a cassette, use its line inputs. If you're testing your system's speakers, use its included matched calibrated microphone.

HOW TO TEST YOUR SPEAKERS IN THEIR ENVIRONMENT

This is the crucial test. Simply place the calibrated microphone where you normally sit. It has an 18 foot cable.

Turn on the Pink Noise. With one glance at the 220 element display, you can see all the great and not so great frequency characteristics of your system.

You'll be able with the help of an equalizer to 'flatten out' your system's response. You'll also be able to see the equality of your channels at all frequencies and make corrections to each channel for environmental differences.

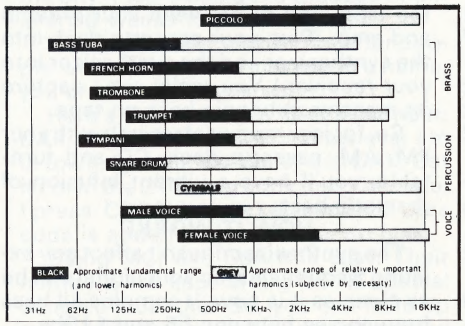


At the end of an 18 foot cord is the ear of the system. Just clip the mike wherever you sit and test your room.

Just wait till you move a chair that's near one of your speakers. Or wait till you see how your high frequency response will improve by rotating a speaker 10 or 20 degrees.

Output meters and VU meters only look at the gross power going out. That's why tweek Hi Fi shops will charge up to $100 to send out a technician with an analyzer like this to set up your system.

You can test the Left, the Right or both speakers. There's a full range sensitivity control and a 20db/30db sensitivity switch. And, there's even a 'Peak Hold button' to freeze the display.



You'll actually see instruments as shown above on the display.

DON'T PUT IT AWAY

BSR backs this audiophile test equipment with a full 2 year limited warranty, so there's no need to hide it away. If you're like most of us electronic/music nuts, just 'seeing' your music on 220 fluorescent elements will be an experience well worth the price alone. Plus, this is sure to be the most scientifically impressive component in your system.

DEAD BASS?

While I was testing the Analyzer, our standard central air/heat came on. Displays for the 31.5hz, 62hz and 125hz all shot up to the top and peaked. In short, there was so much sound level pressure below 125hz, that all signal below 125hz was totally masked.

While there isn't much you can do about the heat, it's surprising that the air coming through the duct had such a massive effect on the sound. Think of the effect when you record with mikes.

Plus, this illustrates the point I made earlier about overloading cassette recordings. A single VU meter would have peaked, so I would be recording the signal I wanted too low, which of course causes an increase in tape hiss.

FULL CONTROL

There are 20 element fluorescent VU meters for the following 10 frequency bands: 31.5hz, 62hz, 125hz, 250hz, 500hz, 1,000hz, 2,000hz, 4,000hz, 8,000hz and 16,000hz. An 11th shows the average. It's just 8½" X 7" X 2¾".

PUT YOUR SYSTEM TO THE TEST RISK FREE

Studios use them. So do electrical engineers. Now you can set up your own system, compensate for differences in your room, and much more.

Plus you'll have the most exact and exciting meter system to use when you're recording or to enjoy during play-back.

If you're not 100% satisfied for any reason, simply return it within 30 days in its original box for a courteous refund.

To order BSR's Inquisitor Real Time Spectrum Analyzer with Pink Noise and Calibrated Microphone risk free with your credit card, call toll free, or send your check for DAK's breakthrough price of ~~just $99.90~~ plus **$6** for P&H. Order No. 4300. CA res add sales tax.

It's a valuable and educational tool, plus it's an exciting addition to your system.

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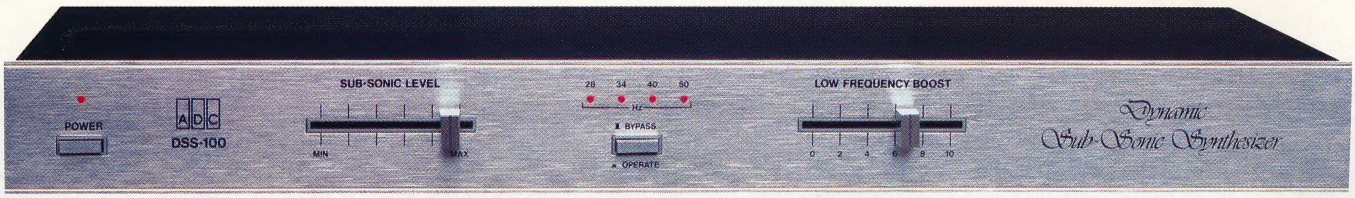

Sub-Sonic Synthesizer

It's not for everyone, but if you're thrilled by the dramatically alive bass at a live concert, and if your stereo system has what it takes, now you can synthesize the bass that can't be recorded on records and tapes.

By Drew Kaplan

It's not there. You can't boost it with an equalizer. And, you certainly can't improve it with a regular bass control.

The subharmonic bass frequencies that add startling realism and excitement to a live concert, and the feeling of fullness and warmth at low levels aren't usually captured in the recording process.

But, before we even discuss how this synthesizer **actually creates** frequencies between 27.5hz and 50hz that don't exist in your music, from frequencies in the 50hz to 110hz range that do exist in your music, let's look at your equipment.

NOT FOR EVERYONE

First, let's be practical. If you don't already have an equalizer in your system, this Sub-Sonic Synthesizer isn't for you.

An equalizer is the single most important sound enhancement device you can add to any system to literally make it explode with life. And, that's where I'd improve my system's sound first.

While an equalizer boosts frequencies, the synthesizer creates new frequencies to bring exciting life to your music.

Most records and prerecorded tapes are rolled off at 50hz because the record grooves can't handle lower signal, and tapes are easily saturated by low bass.

Very low bass consumes a lot of power. So, this synthesizer will certainly overload your amplifier and cause clipping if you don't have at least 35 watts of power per channel (50 watts is better).

You'll appreciate the sound improvement if your speaker systems have 10" woofers, but you should hear it with 12", or 15" woofers, or even a subwoofer.

Finally, your speaker's power handling capacity must at least equal your amplifier's output. **If you get the idea that you're going to be adding a lot of exciting bass power, you're right.**

But don't worry, at 28hz, 34hz, 40hz and 50hz, the bass will be powerful but not boomy, awesome but precise, and thundering but totally realistic.

You see, every frequency has harmonics, and all you are doing is re-inserting the original harmonics. Even with CDs, you can add powerful subharmonics that improve their phenomenal sound.

In fact, part of why they sound so good is that they come closer to naturally reproducing these synthesized frequencies than any previous recording medium.

WHAT YOU CAN EXPECT

ADC says of this synthesizer which they sell to night clubs where records are played, "By re-creating the natural subharmonics that were taken out during the recording process, music takes on a new life, a new power. It has to be felt to be believed."

And felt is the operative word. ADC warns that it isn't for apartment dwellers because these low frequencies move like an earthquake through neighbor's walls.

At very low levels, you'll enjoy an enriched fullness that will make your music caress and lull you. It almost seems to wrap itself around you.

At normal listing levels, your music will have an electric charge that you will feel as much as hear. The floor will shake, and your body, not just your ears, will be part of the listening experience.

At high levels, turn down the synthesizer. Most likely neither your amplifier, speakers nor walls can handle the load. What's really exciting about the synthesizer is that you don't have to crank up your stereo to enjoy the benefits.

EASY INSTALLATION

Just insert it **after** your tape deck in the tape loop or between your preamp and amp. (Plug your cassette deck into the synthesizer and the synthesizer into your receiver.) You really can't capture its massive subsonic bass on tape.

So, for jazz, pop or classical, with your FM, AM, cassette deck, CD and turntable, you'll have a vibrant infusion of dramatic bass.

HOW IT WORKS

The synthesizer doesn't affect any existing frequencies, so your signal will be as clean as it is now. It samples all bass frequencies between 55 and 110hz.

It synthesizes corresponding frequencies exactly one octave lower (frequencies between 27.5 and 55hz) and mixes them back in. You control the added frequencies for up to a 9db boost. LEDs show the 28hz, 34hz, 40hz and 50hz areas of synthesized concentration.

There's also a Low Frequency Boost that operates from about 50 to 100hz, to 'fill the gap' left between the powerful synthesized sub-bass and the actual bass.

You'll be amazed at just how high in 'hz' most of what you now think low bass really is. For example, a cello's primary sound (I used mine for the picture above) only goes down to about 70hz.

But oh, when you play the instrument do you feel and hear the lower harmonics! It just may be my orchestral background that has made me such a lover of equalizers, subwoofers and now the subharmonic synthesizer.

You get used to a richness of sound. And, when you don't hear it, you don't feel your music is fulfilling and complete. ADC's Sub-Sonic Synthesizer fulfills my need for deep rich, vibrant bass and I think you'll enjoy it as much as I do. It's 17¼" X 1¾" X 7½". And it's backed by ADC's limited warranty.

THUNDER IN YOUR LIVING ROOM RISK FREE

Yes, it adds thunder. And yes, it adds dramatic impact. But what I like best is the fullness and depth of sound I get.

If you're not 100% satisfied, simply return it within 30 days in its original box for a courteous refund.

To order your ADC Sub-Sonic Synthesizer risk free with your credit card, call toll free, or send your check for DAK's truckload price (we bought 5000 to get this price) of ~~just $149~~ plus **$6** for P&H. Order No. 4302. CA res add tax.

If you're a musician, as I laughingly think I am (I'm not very good), you're already familiar with octaves. Just wait till you hear what adding a new octave to your stereo will do for your sound.

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Name Dropper Stopper

Now, all you need is the name of the person you want to call, and their number will be dialed automatically in True Tone with on-hook dialing at home, or when you're out, through the mouthpiece of any phone.

By Drew Kaplan

It's a dialer. It fits in your shirt pocket. Just hold it up to any phone and it will automatically dial any of 120 of your important phone numbers in True Tone.

But look at this. When you are at home or at the office, just set it on its included base. It becomes a sophisticated desk top dialer that lets you monitor your call's progress through its built-in speaker, before you pick up your phone.

NAME RECOGNITION

If you're like me, you hate remembering phone numbers. And frankly, I hate dialing and redialing them even more. The problem with previous dialers was that instead of remembering someone's phone number, you had to remember the dialer code you had assigned them.

For example, DAK was No. 27 in my dialer. **Well, no more!** Now there's nothing to remember but the person's name.

AND, OH HOW EASY IT IS

You can store up to 120 names and numbers in this 2½" X 3¾" dialer.

If you want to call 'Home', just press 'H'. 'Home', followed by the number will pop up on the dialer's oversized LCD display. If you have other names stored under 'H', there's no problem.

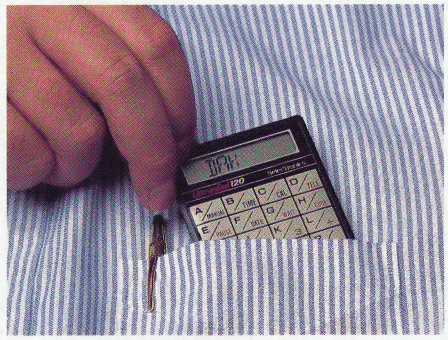
You can either simply push 'H' and scroll through the names beginning with 'H' until you reach the one you want, or type 'HO' which in this example will exclude names that don't begin with 'HO'.

Of course, you can type in Home, or any full name up to 7 letters. So, don't try to remember Mike's number, just his name. Don't try to remember your phone credit card number, just 'credit'.

Once you've selected a name, just press 'Dial' and off to work it goes. It's incredibly easy with this new dialer.

And don't worry about the dialer forgetting, because it comes with 3 year batteries in place that can be changed without losing the memory.

Adding and deleting numbers is a breeze. Just enter any name up to 7 letters long and then any number up to 14 digits. The dialer will automatically alphabetize your entry. Read on to see how easy it is to add Sprint and MCI codes.



DO YOU TRAVEL?

I wouldn't wish what happened to us in Los Angeles to my worst enemy. They split the city's area code in half. Now my home is in 818 and half my business and friends are in the 213 area code.

What's really bad is that I work at home, I work at DAK and I travel around the city. Plus, I also go to Chicago about every 6 weeks to print catalogs.

Well, this dialer was planned for people who travel. Once you put in a name, you are always prepared.

Here's how I put in DAK's number: DAK, 1-818-C-888-8220. Whenever I'm in town, I just let the dialer dial DAK. But if I'm in the 213 area code or in Chicago, I press 'CODE' before I dial and the area code is added with no muss, no fuss.

Using MCI and Sprint is easy. Their numbers are kept in any of 18 special coupled locations. So, you can have up to 18 different local access numbers and codes 'prefix' any of the 120 names in your dialer. Wow, can you travel!

THE BEST PART

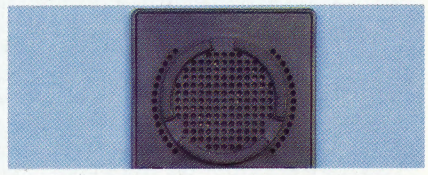
Just imagine. The same dialer that fits in your shirt pocket drops into a stand and becomes a wired-in desk dialer.

You won't have to have one phone book or dialer at home, one for your briefcase and one for your office.

Now, this one dialer with its included base does it all. The base comes complete with a standard modular phone cord that plugs into the wall, and there's a jack on its back to plug in your phone. Plus, extra bases are available.

You can use the dialer to dial manually if you don't have a tone phone (most lines are tone). You can program in pauses and wait signals for special services.

There's automatic redial. And, there's a security code system that lets you protect your secret numbers. You'll also find a full featured calculator, a clock and a calendar built into this remarkable device. It's made by Selectronics, one of the pioneers in dialers. It's backed by their limited warranty.



Here's a phone's eye view of the dialer. It speaks True Tone to the Phone Company through your phone's mouthpiece when you're out. You can use it to dial manually. Or, you can automatically dial 120 of your most important phone numbers by simply selecting the name of the person you wish to call.

TRY NUMBER FREE DIALING RISK FREE

Try it at a phone booth. Try it at someone else's office. Then come home and drop it into its base. It's the only dialer you'll ever need.

If you aren't 100% satisfied, simply return the dialer in its original box within 30 days to DAK for a courteous refund.

To order your Selectronics Tone Dialer that dials from Names rather than numbers, with a Home Use Base complete with speaker for monitoring call progress, risk free with your credit card, call toll free, or send your check for just ~~$79.95~~ plus **$3** P&H. Order No. 4220. Extra Bases are ~~just $19.95~~ plus **$1.50** P&H. Order No. 4221. CA res add tax.

Forget phone drudgery. **Just one dialer** does it all. Now your dialer, not just your phone book, goes where you go.

FINAL CLOSE-OUT NOW JUST $59.90

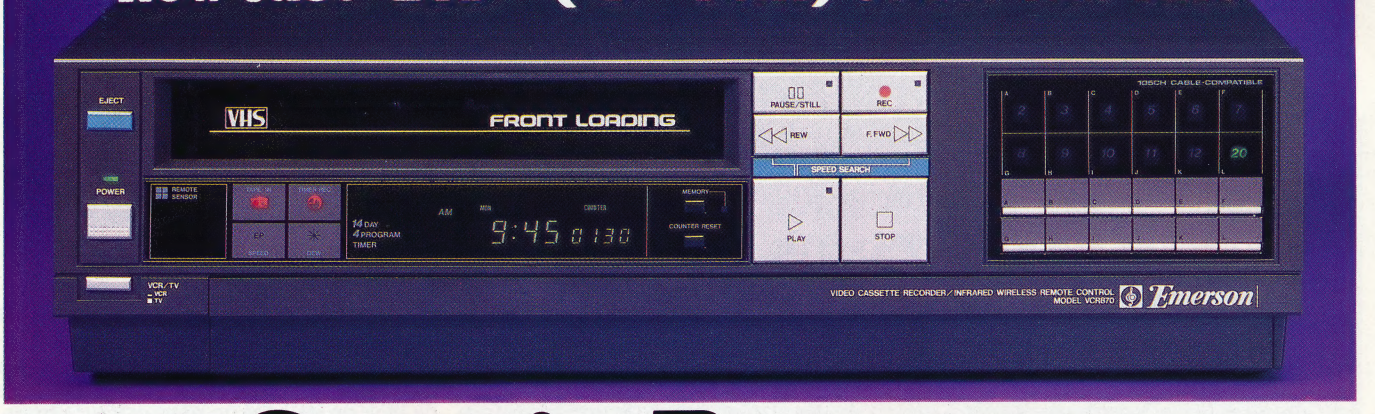
Order No. 4220 Plus ($3 P&H)

Now you can dial by name automatically wherever you are. Base is included. Extra bases available for $14.90 each ($1.50 P&H) Order No. 4221.

Gary Strikes Back. . . Again

DAK broke the wireless VHS cable compatible video recorder market wide open this summer and sold over 20,000 recorders for just $299. Then a flood of cheap Korean Video Recorders caused someone at Emerson to cut a dealer cost in the East. Gary screamed and I screamed that DAK's prices *will not* be beaten. So, we 'beat up' Emerson for a new price that we think can't be beaten again.

Now Just $249.95 ($9.50 P&H) Order No. 4215



Gary's Revenge

We lost a battle. So now, ~~just $299~~ will bring you a front loading, Cable Compatible, VHS video recorder with wireless infrared remote control and 14 day 4 event programmable recording.

By Drew Kaplan

We were embarrassed. We were upset. And, although we may have lost a battle, now we're going to win the war.

Last September we introduced a video recorder for Emerson that we thought would scoop the market. Well, by December, our scoop was being scooped.

And when DAK gets scooped, we don't just apologize, we pay. If you buy anything from us and find it advertised for less within 30 days, just send us the newspaper or magazine ad and we will issue you a merchandise credit.

So, by December we were really licking our wounds and plotting our revenge. **Enter Gary,** Emerson's Western Regional Sales Manager. Gary brought us the original recorder, for a very good reason.

Many of DAK's sales are in the Midwest and East, so we can sell tens of thousands of recorders without bothering the rest of his Western Region.

And, that's good for Gary because it makes his sales look real good at the expense of the Midwest and Eastern Regional Managers.

So, this time Gary has brought us a recorder **we think can't be beat.** With its 105 channel cable ready capacity, its wireless eleven function infrared remote and DAK's ~~$299 price,~~ we challenge anyone to compete.

But, before we examine just what this 4th generation, **Japanese crafted** video recorder can do for you, let me share 3 real life reasons why you really should own **any** video recorder.

THE HARRIET FACTOR

Harriet is my wife's old team teaching partner. She had never had a video recorder. So, we gave her one. Several weeks later she called, absolutely elated.

She was recording The Phil Donahue show every day and watching it when she got home from school. She had also recorded several movies on cable that she kept missing while she was at work.

My parents are another story. They've had a recorder for years (being my parents has its advantages). My parents have two loves, concerts (my mother is a concert pianist), and UCLA Basketball.

They go to concerts several nights a week and tape the UCLA games while they're out. Then if you can believe this, they make popcorn and stay up to watch the game till 1:30AM. Anyway, they just love their recorder.

Finally we have my wife's parents. **And this is really important.** We gave them a recorder and they didn't know how to hook it up. It never occurred to me that there was anything to hooking up a video recorder.

Just unhook the antenna from your TV and connect it to the recorder. Then connect the cable (included) between the recorder and your TV, and record.

Anyway, my father-in-law gets up at about 5AM, so they go to bed very early. Once they hooked up their recorder they discovered a whole world of late night TV. Now they watch Dynasty during dinner. And, look at this. They had never stayed up to see the Johnny Carson show.

Wow, a video recorder can let you watch what you want when you want without being restricted by your work, social life or sleep.

If you're like me, you probably won't tape and save. There aren't many movies that I want to see more than once or twice. But, wait till you see how convenient it is to plan your viewing hours to fit your own schedule.

LOOK AT ALL YOU GET

From the moment you put a video cassette into the front loading motorized slot and see it automatically drawn into the recorder, you'll appreciate the quality.

ELECTRONIC TUNING. This recorder's synthesized tuner can tune in VHF channels 2-13 and UHF 14-83. Plus, you'll also be able to tune in 23 Mid Band and High Band Cable Channels.

You can choose any 12 channels from any band **in any order** you like for instant one touch tuning at the recorder, or step through them from the infrared remote.

4 EVENT/14 DAY PROGRAM CAPABILITY. You can select any 4 programs over a two week period to record.

So, if you're going on vacation, you can keep up with weekly series while you're gone, even on different channels.

The timer is extremely easy to use. You'll record shows you miss when you're out, shows that you want your children to see at a more appropriate time and important events that you'll want to keep.

Plus, you can watch one show on your TV while you record another.

WIRELESS INFRARED REMOTE. From system power to changing channels, you're in full control. If a remote seems to simply smack of posh luxury, look at what it can do for you.

You can touch the still frame button and freeze the action. Now you can really tell if the umpire was correct or not.

You can play the same movement over and over again until you are absolutely sure of what you've seen, while you relax

Next page please. . .

. . . Gary's Revenge Continued in your favorite viewing chair.

If you want to find a certain part of the tape, use the high speed forward or reverse scan to 'visually' fast forward or rewind.

AND MORE. There's a digital clock/timer and even a tape counter. LED's show all the functions. And, there's even a picture sharpness control.

There are both high and and low speeds for up to 8 full hours of recording. And finally, when a tape reaches the end, it will automatically rewind.

It's made by Emerson. And, it's backed by their standard limited warranty.

WHY THIS RECORDER

Other than its super features, great picture and DAK's revenge pricing, there are 3 reasons to choose this recorder.

1)With a cable compatible recorder you can watch one cable show and record another. 2)By using this recorder's tuner, you'll turn any TV into a remote control Cable Compatible TV. 3)You may not have cable yet, but when it comes to your area you won't need a new recorder.

ENJOY VIDEO FREEDOM RISK FREE

Wait till you experience the freedom of watching any program **when you want.** Wait till you see how easy it is.

If you're not 100% satisfied with the incredible picture quality or the automated functions, simply return it in its original box with 30 days for a refund.

To order your Emerson 105 Channel Cable Compatible VHS Video Recorder with Wireless Infrared Remote Control risk free with your credit card, call toll free or send your check for DAK's breakthrough price of ~~just $299~~ ($9.50 P&H) Order No. 4215. CA res add tax.

Now you can watch last night's midnight show at dinner, or tonight's dinner show at midnight. And, thanks to Gary's Revenge, you can do it for ~~just $299.~~

PLEASE USE ADDRESS AND PHONE AT BOTTOM OF PAGE

Unleashed TV/Video Sound

Now you can do for your ears and brain what color TV has done for your eyes, with Universal's new amplified and electronically synthesized stereo system for your TV and video recorder.

It's amazing. TV sound is really great. It is actually broadcast on the FM band.

In fact, **every one** of the great sounding FM stations from FM 88 to 108Mhz that you enjoy listening to on your stereo system, is tightly sandwiched between channels 6 and 7 on your TV.

So, why do TVs sound so crummy? Well, if you compare a $1000 stereo system to even the best $800 TV, you'll realize that when you bought your TV, all that was probably discussed was the picture quality, sharpness, and color purity.

The truth is that in most TV sets, all the money goes into creating the best picture quality, and the sound is left to a cheap amplifier and a 3-5" Low Fi speaker.

POWER FOR THE VIEWER

Think about the bigger than life realism that enwraps you at a movie theater. It's called 'Sensory Emotional Involvement'.

The experience is a combination of the big picture and massive sound that together subconsciously cause your brain to register reality. Of course, you know it's not real (I hope), but subconsciously you have to keep reminding your brain.

It's the combination of sight and sound in tandem that act on your brain. And, it's the reason that even with a great TV picture, a single 3-5" speaker may sound loud, but it won't thunder. It may be soft, but it won't whisper.

And most important, with all the sound coming from just one point, your brain doesn't get any reality cues.

Now, without changing your TV, you can dramatically enhance the realism and sound quality by creating moving sonic cues which your brain will equate as movement in the picture.

Then you can add great fidelity with a pair of two-way specially shielded die-cast aluminum speaker systems with real woofers and tweeters.

And finally, provide enough amplified power to make a car chase come alive or an organ thunder. So, movement, fidelity, power and picture, equal reality.

SIMULATED STEREO PLUS

In a world where our brains are attuned to the sonic impact of stereo music, nothing turns off the feeling of reality more quickly than a single sonic source.

You get two different signal processing choices. Just running your TV signal to two speakers and amplifying it will increase the fidelity dramatically, but it

won't make the sound come alive.

The signal has to be altered. And, with Universal's new Amplified System for your TV or Video Recorder, you can select either of two realism enhancers.

When you switch to 'Simulated Stereo', you will be dividing and sending sonic data from about 500hz to 3,000hz to the sides of your room. These critical frequency areas largely determine where your brain perceives sound is located.

When you switch to 'Stereo', you will be altering the 'phase sensitive' elements of the entire musical spectrum.

This will tend to give you a wider, fuller sound for music. So, if your eye sees movement as a scene unfolds, and your ear senses movement or width of sound, your brain equates realism.

The Speakers. Twin two-way speaker systems with a wide frequency response produce simply vibrant sound. You'll hear sounds that you never knew existed.

You'll hear footsteps creak and doors open as your sound takes on realism. And, string basses, violins, and trumpets will emerge from the murk.

The Amplifier. Connect the two-way speakers to the amp (cables included). Then connect a cable (included) from the amplifier to either your TV's earphone jack (plug included) or your video recorder's output jack and get ready for a shock.

Universal's Amp has built-in ANR automatic noise reduction circuitry which cuts out hum and noise caused by TVs without sacrificing the high end. So, you'll have sonic placement, rich full sound and virtually no annoying noise.

It's made by USI, a leader in electronics since 1969. It's backed by their standard limited warranty.

UNLEASH YOUR TV'S SOUND RISK FREE

In your living room, bedroom or kitchen, now you can have really realistic, emotionally charged sound for your TV. If you're not 100% satisfied, simply return it to DAK in its original box within 30 days for a courteous refund.

To order Universal's Amplified Synthesized Stereo System complete with Two-Way Speaker Systems risk free with your credit card, call toll free, or send your check for DAK's breakthrough price ~~of just $79.95~~ plus **$6** for P&H. Order No. 4241. CA res add tax.

Now you can add rich sound **and realism** to your TV for just $79.95 Wow!

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8200 Remmet Ave., Canoga Park, CA 91304

Here's Olivetti's $499 state-of-the-art, dry ink jet, plain paper printer. It prints up to 110 characters per second. You can use it with virtually any home or office personal computer. ~~Price slashed to $199.~~

By Drew Kaplan

Energize your computer. I've energized my Apple, but you can add super graphics and text capabilities to just about any personal computer you own.

Now you can literally turn your computer into an electronic paint brush with this revolutionary new Ink Jet, graphics capable, plain paper printer.

And look at this! In addition to great looking 'correspondence-quality' upper and lower case text, simple 'ESC' commands allow you to mix normal size text with double height and/or double width characters. You can even underline words three different ways.

You'll have all 96 standard American ASCII characters for your text. Plus, you can print in any of the 8 foreign languages whose characters are resident in this industrial office quality printer.

I've been using a daisy wheel printer with my Apple, but this Ink Jet printer is 3 times faster, whisper-quiet, and it allows me to produce phenomenal graphics.

You'll experience the thrill of actually writing your letters and reports on your computer. Now you'll be able to use all of your computer's word processing and **correcting** capabilities.

I can't overemphasize the convenience of never having to retype a letter or a long report because you find a mispelled word or a sentence you'd like to change. Wow, think of the time you'll save.

This printer connects to your computer through its standard Centronics parallel interface. So, whether you have an Apple or an Atari (as I do), an IBM PC, a VIC 20 or anything in between, this is **the one** printer for you now and in the future.

THE PRINTER YOU'LL KEEP

This printer's sophisticated features and industrial dependability would normally make it too expensive for home use.

It was designed for heavy industrial work such as printing thousands of address labels. And, its super-fine graphics are perfect for scientific work.

The printer lets you use all types of paper. It comes with adjustable pin-feed tractor drive for fan-fold computer paper. It also has friction feed for single sheet paper (like your letterhead). And it has roll supports for continuous roll fed paper.

So, while you may upgrade your computer in the future, once you've tried Olivetti's whisper-quiet Ink Jet printer, you'll simply plug this printer into any new computer you buy.

And, if you already have a slow daisy wheel printer like I did, a thermal or even a dot matrix printer, when you compare the speed, graphics capability and dependability of this printer, you may just plug in both printers.

Plus, if you carry a briefcase-type portable computer, at DAK's $199 super close-out price, you can now have printers both at home and at the office.

FINEST GRAPHICS

Wait till you see the graphics capabilities of this printer. Ink Jet printing allows for solids and detail simply not possible with conventional dot matrix printers.

You can copy words or pictures from disks or memory. Or, you can dump what's on the screen onto paper. Think of what you can do with a Koala Pad.

And, look what this printer will do. You can double the size of your graphics by using the Zoom command. You can turn the image with a rotation command. And you can even reverse (negative image) your graphic image.

You can do **any or all** of the above commands and more, as many times as you wish from the same screen dump.

With an incredible 110 point per inch horizontal resolution and 216 point per inch vertical resolution, Olivetti's Ink Jet technology leaves virtually any conventional dot matrix printer in the dust.

INK JET PRINTING EXPLAINED

Forget everything you've heard about dot matrix printing. Ink Jet printing is light years ahead.

This Olivetti printer at only $499 is the world's first low cost (under $3000) non-impact printer that uses plain paper.

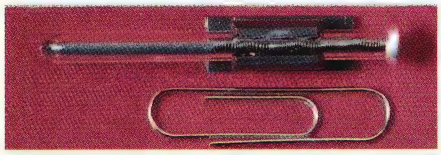
There's no heavy print head containing steel pins that are mechanically driven out against a ribbon that in turn strikes your paper and the rubber platen roller.

Since there's no ribbon to fade and wear out or platen to become hard or irregular, you won't experience the variations and inconsistencies associated with conventional dot matrix printing.

The Olivetti Ink Jet printer head consists simply of a low mass microprocessor controlled disposable glass ampule containing dry ink.

There is an electrical contact at the

back of the ampule, and a minute jam-proof nozzle at the tip of the ampule.



The technical name for the printing process is 'Spark' Ink Jet, because wherever a dot is required to form a letter or graphic design, an electrical arc blasts a dot of carbon out of the ampule and fuses it to the paper

The process is incredibly fast, accurate, and except for the crackling sound of the arc itself, virtually silent.

Plus, you'll have continuously variable electronic control of the dot intensity. A volume-like control lets you vary the amount of power supplied to the arc at the print head. So, you can print very light, very dark or anywhere in between.

You can forget the 65db to 85db oppressive sound of other dot matrix printers, Ink Jet printing is whisper-quiet. So, you can use this printer while you talk on the phone or in a crowded office.

You can forget messy ribbons. Each inexpensive (less than $2) glass ampule will print about 150,000 perfectly identical characters. Then just pop in another ampule and get back on line in seconds.

And, unlike ribbons which fade with use, the first dot from an ampule will be identical to the last.

ALL THE EXTRAS

Reviews have said this printer is more durable than most commercial systems.

You'll find all the extras. Its printing is bi-directional for maximum speed and life. It seeks the shortest printing path, not going to either margin extreme unless there are characters to print.

Simple 'ESC' commands let you print at 10, 12 or 18 characters per inch up to a full 8" width. Choose variable vertical spacing, or fixed 6 or 8 lines to the inch.

You'll have a full 1 K buffer with overflow protection. And, you'll have a printer self-test and configuration print out on demand. Of course, there are 'Line Feed' and 'Form Feed' buttons. And, form length is programmable.

Olivetti's Ink Jet printer has an extremely small footprint that makes it ideal for office or home use. It is just 15⅓" wide, 4½" high, and 10½" deep.

WHY SO CHEAP

Olivetti's office products division introduced this industrial quality Ink Jet Printer last April to rave reviews.

At its $499 suggested retail price, they said: "The printer is priced lower than most comparable printers on the market today, yet it far outperforms its most fierce competitors. . ."

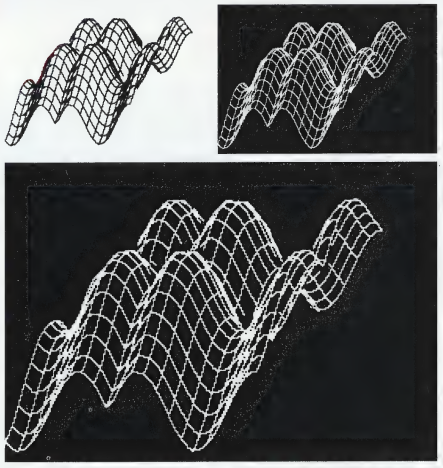
But, you can forget the $499 almost comparable printers. At DAK's $199 super close-out price, you'd be lucky to find a thermal printer that requires expensive special paper.

Olivetti USA is now controlled by Docutel, the people who make the electronic bank teller machines. There's been a major change in management and sales people.

Since Docutel is into massive printers and the like, they simply aren't interested in this inexpensive $499 printer.

DAK bought all 12,000 that Olivetti had. So, you can have an inexpensive $499 printer for just $199, complete with a standard Olivetti limited warranty.

And, don't worry. Thousands of these printers have already been sold at retail. Of course, Olivetti guarantees that the standard Ink Jet ampules are and will be available at Olivetti dealers nationwide.



Just plug-in and start printing these characters
abcdefghijklmnopqrstuvwxyz0123456789!#$%&'()*+,
-.?:;<>=@[]/^ABCDEFGHIJKLMNOPQRSTUVWXYZ

With this printer you can alter your graphics as you desire. I actually produced the graphics and characters above on this printer. (They're shown at 44% nomal size to fit in this catalog). The top left is normal, the top right is reversed and the bottom is double size and reversed. The text above shows the alphabet, but check all the sizes I printed in the main picture to the left.

COMPATIBLE COMPUTERS

Any Computer with a standard Centronics parallel port, such as: **Apple, Franklin, IBM PC, TRS80, Osborn, Atari, Commodore VIC 20, Commodore 64, Kaypro and, virtually any other personal computer. Plus, most briefcase portables.**

FEAR OF INTERFACES?

Your computer is smart. But, it doesn't know how to 'talk' to other devices. That's why you need an interface.

An interface isn't just a simple cable. It's actually an intelligent translator that lets your computer talk to another piece of equipment.

Usually the computer manufacturers don't include the various interfaces when you buy your computer, because they don't know if you'll ever add peripherals such as disk drives, printers or modems.

So, rather than sell you something you don't need, you don't buy an interface until you add onto your computer.

There are two types of printer interfaces. The first allows you to do text word processing. For 99% of computer use, this is all that is needed. It translates all the possible letters and punctuation known as ASCII. Olivetti's printer understands all 96 possible American characters plus 8 foreign languages.

A second type of interface **also** allows you to dump pictures or graphics from your screen or memory. This is more complicated because every dot must be told where to go. This interface, or 'driver program' as it is called, is available in two forms. Built into an interface card, or as a program on a disk which you use in conjunction with any standard interface.

Either way, you'll have the printer operating in just a few minutes. And if you already have a printer, the same Centronics parallel interface and cable (about 85% of all printers are compatible) should work with this printer.

TRY OLIVETTI'S INK JET RISK FREE

Now we can all have printers with our computers. If you've got a VIC 20 hiding in the closet, you can now have a real word processer. If you've got an Apple or IBM PC, now you can have almost silent 110 character per second printing.

Now you can print out your programs, your notes or your letters. If you're not 100% satisfied, simply return the printer and any accessories in their original boxes to DAK within 30 days for a refund.

To order Olivetti's Ink Jet 110 Character Per Second Plain Paper Printer with Traction Feed, Friction Feed, Roll Paper Mounts, Dust Cover, Full Instructions and 4 Ink Jet Ampules (600,000 characters) risk free with your credit card, don't send the $499 suggested retail price.

Don't even send the $312 August 1983 dealer price. ~~Send just $199~~ plus **$8** for postage and handling. Order Number 9875. CA residents add sales tax.

Boxes of Ink Jet ampules are available for just **$6.50** ($0.50 P&H) per box of 4 (600,000 characters). Order No. 9876.

Standard Centronics interfaces are available at any computer store for your computer. Below are 5 of our favorites.

For your Apple. We have Practical Peripherals' text interface for just **$49** ($2 P&H) Order No. 9877. We have their graphics capable interface for just **$79** ($2 P&H) Order No. 9887. If you have a Centronics parallel interface, we have a graphics driver program on disk for just **$7** ($1 P&H) Order No. 9878.

For your IBM PC, you don't need an interface. It's already built-in. But, you do need a cable. We have a cable, ready to connect this printer to your computer, for just **$19** ($2 P&H) Order No. 9879. We have a graphics driver program on disk for just **$7** ($1 P&H) Order No. 9880.

For your Atari 800, 800XL, 400, or 600XL, we have a text interface for just **$69** ($2 P&H) Order No. 9881. We have a graphics driver program on disk for just **$7** ($1 P&H) Order No. 9882.

For your Commodore VIC 20 or 64, we have a text interface for just **$39** ($2 P&H) Order No. 9883. We have a graphics driver program on disk for just **$7** ($1 P&H) Order No. 9884.

For TRS 80 Black & White computers (TRS 80 color is serial), you don't need an interface, just a cable. We have a cable for **$18** ($2 P&H) Order No. 9885.

For **briefcase-type** portables, the Centronics interface is usually built-in. Just stop by any computer store. All Centronics printers use the same cable at the printer end, but you'll need a cable that fits your particular computer's plug.

Get hard copy print outs of your programs or your graphics. Turn your computer into a powerful word processor. Forget retyping ever again. And forget Olivetti's $499 suggested retail price!

Apple, IBM PC, Franklin, Commodore VIC 20 & 64, and TRS80, are regestered trademarks of Apple Computer, International Business Machine Corp., Franklin Computer, Commodore Electronicts Ltd., and Radio Shack/Tandy respectively.

DAK
INDUSTRIES INCORPORATED

TOLL-FREE ORDER LINE
For credit card orders call 24 hours a day 7 days a week
CALL TOLL-FREE. . .1-800-325-0800
8200 Remmet Ave., Canoga Park, CA 91304

Mommy It's Me

Most wild animals can pick their own young out of a crowd. Well, now there's a phone that not only can pick its master out of a crowd, but can happily serve you and do tricks for you. And, your new Pet Phone's normal $249 adoption proceeding's price has been slashed to just $129.

Get Mom. Get house. Get office. Just speak to your new pet and your wish will be transformed into action.

Your new pet phone is very smart. It actually recognizes the words you say. And, while you can't train it to roll over, you can train it to dial any of 16 numbers with just the words you speak.

Plus, it can do a whole lot more. It can automatically redial busy numbers **and recognize the difference** between a busy signal and someone answering the phone.

You'll have hands free phone convenience. Because, your pet is a pure bred, with a full duplex speakerphone pedigree.

And, if you don't want to talk to your pet, just rub its tummy. You can dial any of the 16 numbers you have programmed with the touch of a single button.

IT UNDERSTANDS YOUR WORDS

Imagine saying "office", and having your number dialed for you. Say "Bob", and Bob's number will be dialed. It's new. It's exciting. And, its responses really make it seem alive.

Sure, we're all used to pushing buttons and having things happen. But here's a 'pet' that really understands what you say and can actually discriminate between the words you speak.

It's all made possible by a new patented integrated circuit that converts analog (your voice) into digital pulses.

The computer brain analyzes your digitized voice. Then it lights an LED next to one of the 16 names you've listed to confirm your command. And, finally, it dials a number up to 30 digits long.

It all happens in the wink of an eye. Say 'Time', and you'll get the time. Say 'Golf', and you'll get your club.

If you live in a pulse area and you'd like to use MCI or Sprint, just program your local access number in pulse. Then switch to tone to enter your codes and the number.

Your pet phone will always remember to dial the number **exactly** the way you've programmed it. And, it won't forget.

There's power failure protection when you install a standard 9V battery (not included) for both the phone memory, the clock time and the alarm time.

Yes, there's a built-in full function digital alarm clock with an extremely large, easy to read, LED display.

HOW TO TRAIN YOUR PET

Your new pet just loves to perform. Just push a few buttons and your pet will ask you to talk to it for a few moments to familiarize itself with its new master.

After it knows you, you can teach it new numbers or change old numbers in just a few seconds. You choose the name to go with each number. And, you can change its memory at any time.

Just plug it into a phone jack and an AC plug. And, you'll have activated the world's first voice recognition phone.

AND WHAT A TELEPHONE

The 'Last Number Redial' has two real twists. If you call airlines or friends who are constantly on the phone, your days of frustration are over for good.

First, when you reach a busy number, you simply touch 'Redial' and hang up. Your pet phone will immediately redial the number 15 times for you. Then, it shuts down and waits for 10 minutes.

In 10 minutes, it tries the number 15 times again. This goes on for an hour.

Twist two is really special. When you finally break through the busy number, your pet phone will start beeping to tell you to pick it up. All you have to do is remember who you were calling.

You'll have a great sounding, full featured duplex speakerphone for hands free telephone conversations. Plus, the speakerphone is great for on-hook dialing.

Just touch the 'Speakerphone Button' and a memory button and you won't ever have to lift the receiver. If no one answers, just turn off the speakerphone.

Your pet is multilingual. It can speak in true tone or true pluse. Just 'rub' the appropriate switch. And, if you've had enough, this is one pet that won't bark when you 'rub' it's ringer off switch.

WHY SO CHEAP

Audec is an R & D company working on voice recognition systems. One day, they may be responsible for introducing the first voice recognition typewriter.

Well, the only way to really test their chip was to get it out to consumers and let the public, not the lab technicians, test it. Well, they've succeeded.

They tell me that they have over 95% accuracy with the voice recognition chip. So this phone, which was really a consumer test, is finished. And, it's time to move on. DAK is offering just the 5700 remaining phones at a dramatic savings.

But, start looking for other products that will respond to the words you say. Your pet phone is backed by a standard manufacturer's limited warranty.

TRY A PET PHONE RISK FREE

Talk to it. Let it dial for you. Experience the thrill of true voice recognition. This phone represents the threshold of a new era. And, it works **NOW!**

If you're not 100% satisfied, simply return it in its original box within 30 days for a courteous refund.

To order your Audec VRT-1100 Pet Phone with Voice Recognition, Automatic Dialer, SpeakerPhone and Clock, risk free with your credit card, call toll free or send your check, not for $249, but for ~~just **$129** plus **$6** for postage and handling~~ to DAK. Order No. 4133

Your friends will be in awe as you direct its actions. You'll love the convenience. And, you'll have perhaps the most technologically advanced phone money can buy, at a close-out price.

The Truth About Graphic Equalizers

By Drew Kaplan

This is not an ad. It is an explanation of **all** graphic equalizers. It is not an attempt to promote equalizers sold by DAK over any others. It is meant solely to give you a thorough understanding of what an equalizer can do for your home, car and portable stereo systems.

WHAT IT IS

An equalizer is really just a series of 10 or 12 volume controls. The difference between your main system volume and an equalizer's volume controls is that each equalizer volume control affects only one area of the frequency spectrum.

Bass and treble controls can't help because they indiscriminately boost everything from the mid-range down or from the mid-range up. Each actually affects about 50% of the frequency spectrum.

So, if you slide up the 31.5hz volume control on an equalizer, only sounds in the 25hz to 40hz like a string bass are really increased. Why is this important?

Well, the human ear can hear frequencies from about 20hz (20 cycles or vibrations per second) all the way to 20,000 hz. Your stereo system, to a greater or lesser degree, produces these sounds.

But for a number of reasons, your stereo system and mine are unsuccessful. An equalizer simply helps your stereo system accurately reproduce the entire frequency spectrum of your music.

If your low bass is down 3 to 6db, you'll miss the excitement of a string bass, a kettle drum or the lower registers of a cello. By increasing the signal with an equalizer, you're not magically creating something that doesn't exist, you're simply reviving inadequate recording or reproduction.

The same is true of the high end. The gentle sound of brushes on a cymbal, or the dramatic sound of glass shattering can be lost if the high end of your music is not reproduced at the same level as the mid-range.

WHY AREN'T OUR STEREO SYSTEMS PERFECT?

The plain bare fact is that virtually all systems and sources are flawed. FM reception suffers from FM preemphasis which causes the FM station to cut back on the high frequencies they broadcast.

Try boosting the 8,000hz and 16,000 hz to restore the impact and openness.

While the low frequencies aren't a problem with the FM broadcast, the records and tapes that both you and the FM station play are a problem.

Low bass sounds are massive. That's why woofers are the biggest speakers in your system. If recording engineers don't cut back the level of the bass on records, your stylus simply can't follow the groove.

And, if they don't cut back the low bass on cassettes, the signal will be saturated and all you'll get is mud. So, a boost at 63hz will give you dramatically enriched bass.

A boost at 125hz or even 250hz will add warmth to your music, even though 'clinically' the boost may not be needed.

In addition to restoring impact and drama to your music, you can easily adjust all the frequency bands to increase dramatic intensity, excitement and openness. Nobody ever said that flat was perfect, it's just a starting point.

MORE PROBLEMS

The biggest problem with your stereo system is probably your room. Speakers placed in corners tend to boom at 125hz.

If they're in a bookcase, they tend to lack bass. Most speakers should be placed up to a foot from the wall.

But, who can have an ideal room built for our stereos. This is my business, and I have one speaker in front of a window and another in front of a wall. There's a measurable and 'hearable' difference when the drapes are opened or closed.

So with the aid of an equalizer, you can make your room ideal. You can compensate for a 125hz boom, or for a loss of high end because of drapes or couches.

DON'T LEAVE OUT CDs

I love my new CD players. (I have 3, one in each of my main home systems.) With a CD, you can, for the most part, forget the limitations on source material. They have the capability to accurately reproduce 20hz to 20,000hz flawlessly.

But there are two things you should know. If they were made from analog (not digital masters), they'll need a cut at about 8,000hz or they'll sound harsh. **And don't forget**, everything about your system, your speakers, and your room still applies. An EQ will work wonders.

THE ACID TEST

Take your favorite record or tape to any HiFi store willing to demonstrate an equalizer. (Or try one of ours risk free. Sorry, no sales pitch.) Listen to the music, then switch in the equalizer.

The results will be awesome and repeatable with your own stereo system.

ON THE ROAD

With most equalizers you can transfer all of the dramatic improvements to the input of your cassette recorder so that you can make enhanced cassettes for your car or portable stereo.

Wait till you hear the bass explode through the headphones of your personal stereo, or the high end open up in your car stereo.

NOW WAIT JUST A MOMENT, DREW

Now you should ask, "Awhile back, you said that recording engineers can't record the full bass on a tape."

"So, how can an equalizer I buy for my home, do something to help my personal stereo and car stereo that can't be done in the studio?"

Good question. You can't. Let me explain. If you play a strongly boosted cassette on your home stereo you'll hear the boomy muddy bass that I talked about.

But, since personal stereos are lacking the bass to start with, they sound terrific with the bass boost.

And, it's the same in cars. Typically, they don't have a good high end. If you boost the signal at 8,000hz and 16,000 hz in the house as much as in the car, you'll hear really raspy sound.

Studios have to produce their records and tapes for average home systems. You can custom tailor your tapes for the weaknesses of various systems.

But, don't accept anything in this article. Test it yourself. Go to a HiFi store and listen to an equalizer perform.

Make a tape of one of your favorite records for your car with both the bass and high end boosted. I'll bet you'll be amazed by the new level of excitement that you feel as you listen to music that you thought sounded great before.

An equalizer is the single most demonstrable stereo component you can buy.

YOU CAN PROVE IT YOURSELF

You'll set your equalizer to give you the most dramatic sound. But, with a spectrum analyzer, a microphone and a pink noise generator (all 3 are included with most top-end equalizers), you can actually test your room and system to see just what frequencies need help.

And this is very important. You will learn by watching the analyzer's display just what instruments are active at just what frequencies. It's amazing! You can literally watch each instrument or voice on this 'TV set' to your sound.

Back to the basics. Testing your system is really easy. Just take the microphone to where you sit and switch on the pink noise.

Pink noise is the scientifically calibrated sound that evenly represents all frequencies from 20hz and 20,000hz.

One quick look at the analyzer's display will show you the exact state of your system. Nothing I can say or do can dramatically display to you the condition of your system like this brief test.

As you move the microphone around the room, you'll see just how directional your tweeters are. High frequency sound is very directional while bass sounds evenly fill the room.

Don't be intimidated. You don't have to keep your system flat, I don't. I'm a cellist, and I'm used to stronger bass.

And here's some bad news for you. If you're like me, I'm going to be 40 this year (horrors), your ears no longer are as sensitive above 12Khz to 14,000hz.

So, even if your source is perfect, even if your system is perfect, and even if your room is perfect, **you** may not be.

Because I work with high sounds (not loud ones) so much, I'm still able to hear 16khz to 17,000hz but I guarantee you by the time I turn 50, I'll be cranking up the 8,000hz and 16,000hz controls.

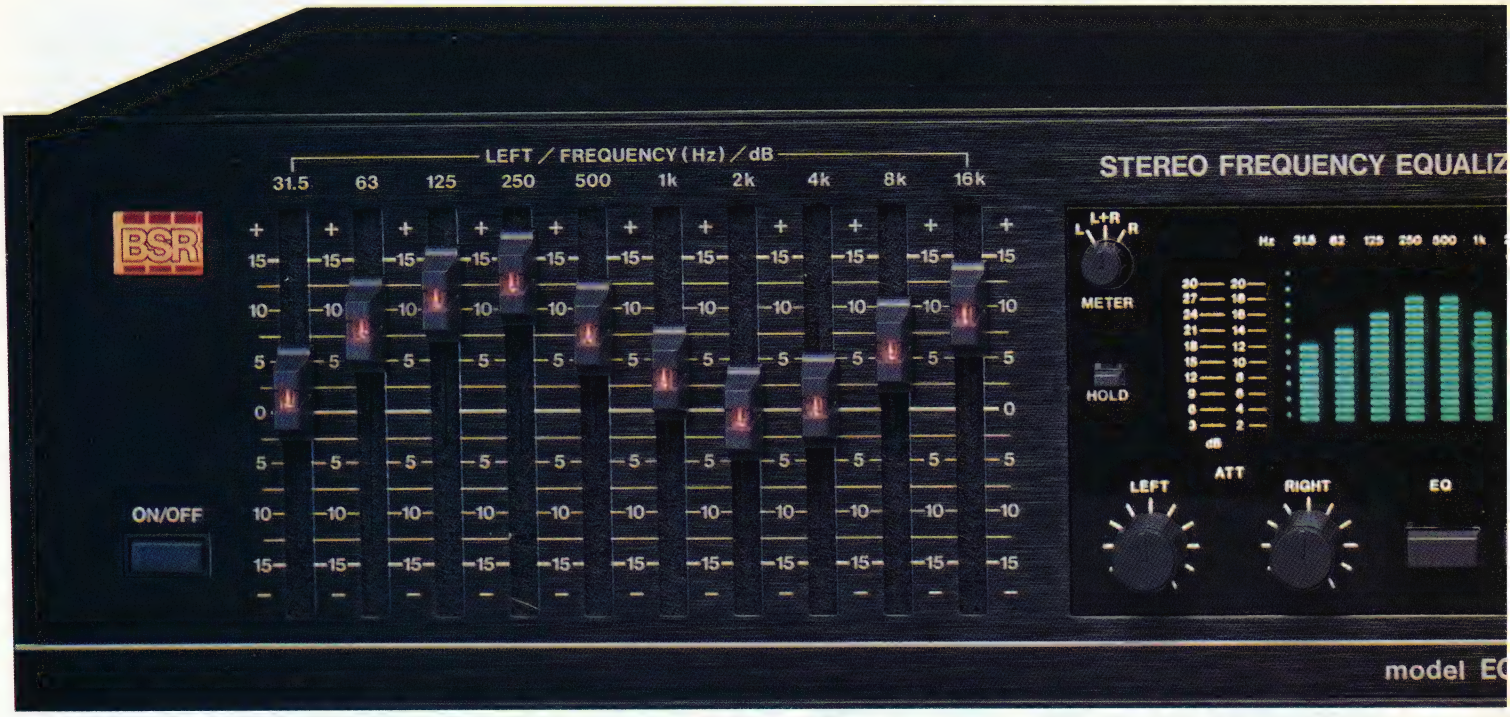
Please, I don't want to hear from the FDA, this isn't a medical device. But ask your doctor, he'll give you the bad news.

I guess some day I'll be selling equalizers to the geriatric crowd with a line like, "If you're 72 like I am, you probably haven't heard a cymbal crash in years..".

Anyway, if you'd like to experience trumpets crashing out of your speakers, add a boost at 250hz and 500hz. If a female vocal sounds raspy, cut the 1,000 hz and 2,000hz controls. Or if you want your walls to quiver with the pluck of a string bass or the blast of a bass tuba, boost the 31hz and 63hz controls.

When you switch in an equalizer you'll hear an earthshaking, spine tingling improvement in your stereo system's sound. Why not look at our equalizers on the next pages or visit your local HiFi store to experience this sonic awakening first hand.

DAK



Smart Sound Detonator

Obliterate the wall between you and the individual instruments in your music. Infuse your own stereo system's sound with a breathtakingly vibrant 30 to 50% improvement in sound quality that you can measure with this superb BSR Equalizer/Spectrum Analyzer limited $149 close-out.

By Drew Kaplan

Close your eyes. Touch a button. And you'll hear your stereo system literally explode with life.

You'll hear the gentle brushes on a snare drum, the startling bone-jarring realism of a thunder clap, or the excitement of a full cymbal crash.

You'll hear string basses and other deep low instruments emerge from bass (that will sound murky by comparison), with such clarity and such definition that you'll feel you can almost touch each instrument.

This astoundingly distinct yet powerful bass adds such a full bodied warm feeling to your music, you'll feel as if you've been lovingly wrraped in a warm soft blanket on a cold winter's night.

But don't take my word for the sound quality improvement. With the Pink Noise Generator, Calibrated Electret Condenser Mike and the 220 Element Spectrum Analyzer, **you can** instantly measure each and every improvement you make.

Plus, there's more. A subsonic filter effectively adds the equivalent of many watts onto the power of your amplifier.

Plus, with its provision for two separate tape decks including two way dubbing, you'll have much more than just greatly improved sound.

You can count on great sound from this top of the line Equalizer/Analyzer. It has a frequency response from 5hz to 100,000hz ±1db. And, it has an incredible 100db signal to noise ratio.

BSR, the ADC equalizer people, make this super Equalizer/Analyzer and back it with a 2 year standard limited warranty. Our $149 close-out price is just a fraction of its true $379 retail value.

FIRST THE EQUALIZER YOUR STEREO'S HIDDEN SOUNDS

Your stereo can sound incredibly better. Just a 5db roll-off at the high end, up around 14,000hz to 16,000hz, can just decimate the harmonics that give you the open feeling you'd experience at a live concert. A similar roll-off at 60hz, causes the fundamental bass notes to just fade away into the 'murk'.

An equalizer isn't some magical device that manufactures sounds that don't exist. Most of the frequencies that will make your music really vibrant, are actually already recorded in your music.

You'll be able to prove this with a few simple tests we'll try when we discuss the Spectrum Analyzer.

You see, certain frequencies are simply not reproduced with as much volume as are the mid-range frequencies which stretch from about 800hz to 2,000hz.

An equalizer simply lets you establish accurate control of all frequencies to fit your equipment, your recordings, your taste, and your listening environment.

TOTAL MUSICAL CONTROL

And, what a job it can do. It's totally unlike bass and treble controls which simply boost everything from the mid-range down for bass, or everything up for treble. You can boost the low-bass at 31.5hz, 63hz and/or 125hz to animate specific areas or instruments.

And, when you boost the part of the bass you like, you don't disturb the mid-range frequencies and make your favorite singer sound like he has a sore throat.

The high frequencies really determine the clarity and brilliance of your music. The problem is that highs are very directional. Wherever you move in your listening room, you'll find a big difference in high end response, as you'll see when we test the Analyzer.

No recording engineer or equipment manufacturer can even begin to control your listening environment.

You can control the highs at 4,000hz, 8,000hz and/or 16,000hz, to bring crashing cymbals to life at 16,000hz while at the same time you can cut tape hiss or annoying record scratches at 8,000hz.

But there's more. Don't leave out the mid-range. You can boost trumpets at 300 to 500hz or a clarinet at 1000hz. You can boost or cut any part of the frequency spectrum a full ±15db.

TAPE DECK HEAVEN

You can push a button and transfer all the equalization power to the inputs of two tape decks. Now you can pre-equalize your cassettes as you record them and get all the dramatically enhanced sound recorded right on your cassettes.

This is an especially great feature when you play your cassettes on bass-starved portables or high-end starved car stereos.

SIMPLY PLUG IT IN

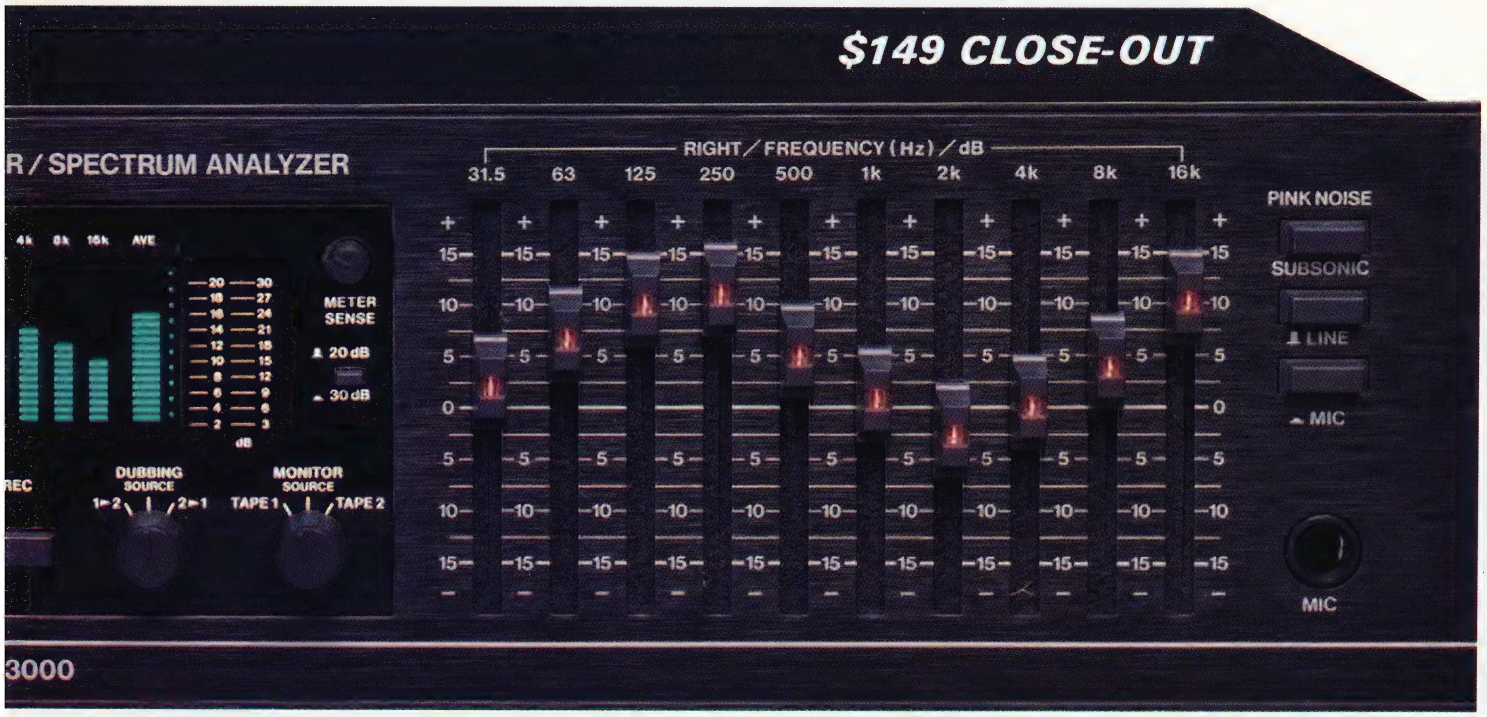
Use your tape monitor circuit, but don't lose it. Now your one tape monitor circuit lets you connect two tape decks.

Just plug the equalizer into the tape 'in' and 'out' jacks on your receiver or preamp. We even supply the cables.

As you listen to your records, FM or any 'Aux', any time you push the tape monitor switch on your receiver you'll hear your music jump to life.

The output from your receiver is always fed directly to your tape deck(s) for recording, and with the touch of a button, you can choose to send equalized or non-equalized signal to your deck(s).

When you want to listen to a tape deck, just select which tape deck you want, turn the switch on the equalizer,



and your tape deck will work **exactly** as it did before. Except, now you can listen with or without equalization.

Look at this. You can dub tapes from deck 1 to deck 2, or from deck 2 to deck 1 with or without equalization.

THE SUBSONIC FILTER

Much of the power drawn from your amplifer is used to drive your woofers. When you drive the amplifier too hard, it clips and you end up with distortion.

A subsonic filter removes a lot of non-musical material **you can't hear** that exists below 20hz. So, it relieves your amplifier of a lot of work. It doesn't actually create more watts (Please, no letters from my 'technical' friends) for your amplifier.

But, it's like turning off the air conditioning in your car. It saves you using about 7hp of what you have. And therefore, you'll have more watts for clean powerful sounding music.

THE SPECTRUM ANALYZER

Now you can scientifically analyze your stereo listening room and test your equipment by using BSR's Real Time Frequency Spectrum Analyzer.

Plus, you'll see your music not as a single level on a VU meter, but as a kaleidoscopic parade of 10 individual 20 element VU meters.

Each is tuned to a specific octave of the sound spectrum. An eleventh 20 element meter averages all levels.

The effect is awesome. You can visually isolate a string bass or cymbal, and actually see each individual instrument almost as a wave moving across the 220 individual florescent elements.

THE MOUTH AND EARS

It talks. The Analyzer speaks with a voice of pure calibrated Pink Noise. Pink Noise is the standard composite 'sound' of **all** frequencies used for testing in labs around the world. All frequencies from 20hz to 20,000hz are generated at the exact same level at the exact same time.

It listens too. If you are testing a cassette or a component in your system, use the 'Line Button'. If you're testing your whole system with speakers, use the matched calibrated electret condenser microphone (included). Either way, you'll have a quick, easy and accurate way to evaluate the total sound of your system.

HOW TO TEST SPEAKERS, EQUIPMENT AND TAPE

Testing your speakers in your listening room is the really crucial test. Simply place the calibrated microphone where you normally sit to listen to your stereo.

At the end of an 18 foot cord is the ear of the system. Just clip the mike wherever you sit and test your room.

Turn on the Pink Noise. You can switch to Left Channel, Right Channel or both. There's a meter range button, a sensitivity control, and even a switch that lets you freeze the meter.

Just sit down at the equalizer. Start with one channel. You'll see all 10 octave bands on the meter. Just slide the corresponding controls to increase or decrease any area that needs help.

You have now set up your system to its maximum capability. But as you'll see, location is very important. Move the microphone 5 feet to the left or right.

Then turn on the Pink Noise and check the Spectrum Analyzer. Now you can see why the specifications that come with your system are only a starting point.

Here's a way to test your tape deck and tape. First record Pink Noise for 3 minutes at -20VU. Then play it back and note the readings on the meters.

Now, record the Pink Noise again at 0VU or +3. Wait till you see how much the high end falls off. Now you'll see why all specifications are listed at -20VU.

With the Equalizer/Analyzer you can enjoy the finest stereo sound from your system and be a test lab too.

WHY SO CHEAP

BSR now only sells equalizers under their ADC name. Well, as Detroit comes out with new cars each year, ADC comes out with new equalizers. We got them to supply us with just 30,000 of last year's ADC model before they shut it down.

They had already paid for all the tooling, all the research and design, so we were able to buy these for less than half the normal price, for cold hard cash.

THE FINAL FACTS

There are 20 slide controls, each with a bright LED to clearly show its position. Each control will add or subtract up to 15db. (That's a 30db range!)

There are separate sound detonation slide controls for each channel at 31.5hz, 63hz, 125hz, 250hz, 500hz, 1,000hz, 2000hz, 4000hz, 8000hz, and 16,000hz.

BSR backs this top of the line Graphic Equalizer/Spectrum Analyzer with a 2 year standard limited warranty. It is 17⅛" wide, 3½" tall and 8¾" deep.

MAKE YOUR MUSIC EXPLODE RISK FREE

It's startling. Music so vibrant with life you'll swear it's 3 dimensional. Sculpture your music any way you want it. If you're not 100% satisfied for any reason, simply return it to DAK within 30 days in its original box for a courteous refund.

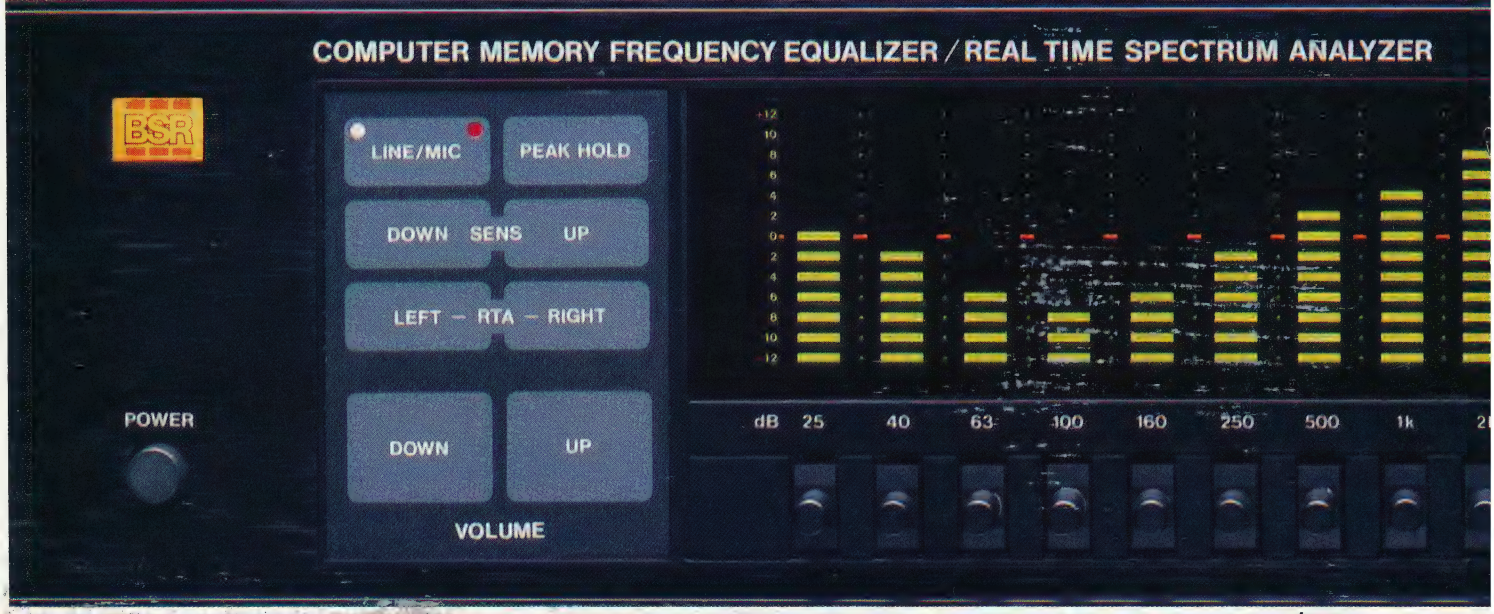
To order your BSR EQ3000 Smart Sound Detonator 10 Band Graphic Equalizer with Real Time Spectrum Analyzer and Calibrated Mike, with Subsonic Filter and Two Way Tape Dubbing risk free with your credit card, call toll free, or send your check, not for the $379 retail value. Don't even send the $227.97 dealer cost. Send just **$149** plus **$8** for postage and handling. Order No. 4100. CA res add sales tax.

The sound of your stereo will explode with life as you detonate each frequency band with new musical life. And, you can see and measure exactly what you've done.

DAK
INDUSTRIES INCORPORATED

TOLL-FREE ORDER LINE
For credit card orders call 24 hours a day 7 days a week
CALL TOLL-FREE. . .1-800-325-0800
8200 Remmet Ave., Canoga Park, CA 91304

The Ultimate



Explode your concept of the dramatic sound capabilities of your own stereo system. For just $100 more than our other equalizer, look at all the extras you get.

- ***12, Not 10 Bands Per Channel***
- ***Remote System Volume Control***
- ***Total Equalizer Remote Control***
- ***4-24 Band Equalization Memories***
- ***A Massive Fluorescent Display***
- ***Phenomenal Ease Of Use***
- ***External Processor Loop***
- ***L/R VU Level Meters***
- ***Set Flat Control***

By Drew Kaplan

It was a fantasy come true. 3 BSR division presidents plus senior engineers from Japan and America, sat down with me and brainstormed.

The subject was **'the ultimate equalizer'**. BSR brought their $1200 dbx 1020 equalizer (dbx is another BSR division), and I brought my wish list of features.

BSR brought 5hz to 100,000hz ± 1db quality requirements, and I brought a need to use their existing tooling so that I could maintain DAK's close-out pricing.

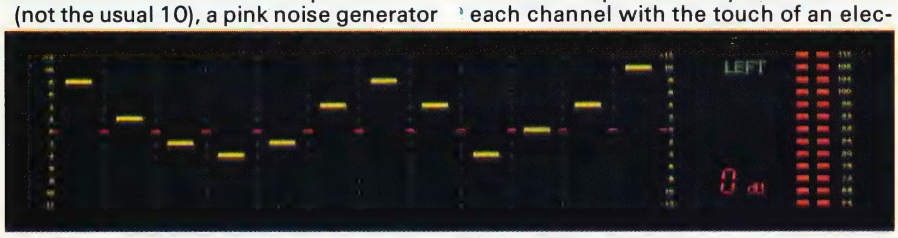
Above, is pictured the culmination of over a year of work. It's an addition to your current stereo system that I personally guarantee will infuse your music with such kaleidoscopic vibrance that it will knock your socks off.

And, you're going to have my personal wish list's control of your sound, both at the equalizer and by using its **unmatched remote control**. BSR designed the sound. I, as the 'ultimate audio consumer', chose the features.

FOREPLAY

System remote volume controls sell for as much as $149. With this equalizer, it's included. And now, you can sculpture your sound as you sit in your favorite chair so you'll get exactly what you want.

Add 12 bands of control per channel (not the usual 10), a pink noise generator and a spectrum analyzer, and you've got the top of the line system.



Add a massive fluorescent display. A touch of a button changes the display from showing you the spectrum analyzer (above), to showing you the 'electronic' slider settings of the equalizer (below).

Then add instant memory buttons that let you store 4 complete curves for all 24 bands (12 per channel).

For example, you can set one memory for classical music and one for jazz.

And look at this. For making cassettes for your car, you can store a curve with the highs accented. Or, for making cassettes for your personal stereo, store a curve with the bass augmented.

Just adjust the equalizer the way you want it, touch the Enter Key and a memory location, and you'll never have to adjust your equalizer again. Wow, how easy can it be?

Look at all you can do from the remote. You can detonate each of the 12 bands separately or in groups, on one channel or both. You can even switch between the equalizer and the analyzer.

With the remote you can access any of the 4 memory curves, and of course you can **adjust total system volume and system balance.**

NOW FOR THE ACTION, OR YOUR STEREO'S HIDDEN SOUNDS

Forget conventional sliders. BSR's all electronic equalizer lets you boost or cut each channel with the touch of an electronic button. You can activate the left, right or both channels simultaneously.

You can boost the low-bass at 25hz, 40hz, and 63hz to animate specific areas or instruments. Just wait till you hear string basses emerge in your music.

There's such life that you'll feel as if you can reach out and pluck a string. You'll add a warmth and fullness to your music at low levels that becomes foundation shaking thunder at high levels.

Then just boost the highs at 4,000hz, 8,000hz, and 16,000hz to add lifelike openness to your music.

And, unlike using bass and treble controls, you can make massive improvements in the very low and very high frequencies without disturbing your favorite singer's voice in the mid-range.

If you have carpets and drapes, you'll need to add more high end. If you have all tile or hard floors, you'll want more bass. No recording engineer or equipment manufacturer can even begin to control your listening environment.

Even if your room is acoustically perfect, if you're like me, you'll want to make your music throb with life. And, throb it will with the power of this device.

You can boost or cut any part of the frequency spectrum a full ± 12db at the equalizer, **or from the remote.** And, a beep confirms each action. Just add 2 AA batteries to protect the memory.

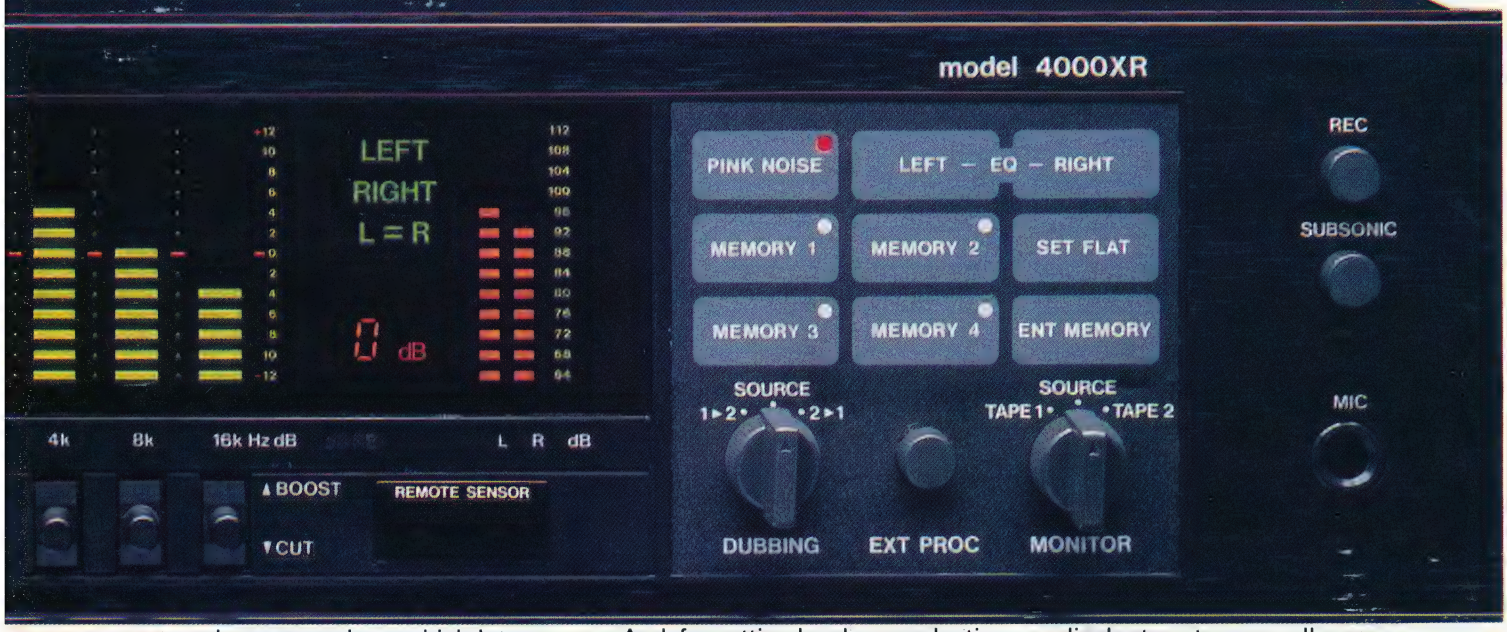
TAPE DECK HEAVEN PLUS

You can push a button and transfer all the equalization over to the inputs of two tape decks. And, just wait till you hear your enhanced music in your car or through your personal stereo's headset.

You can record on two decks at once or dub from one to the other in either direction. **And look at this.** There's an

Sound Detonator

Now just $249.90



external processor loop which lets you switch in or out any other enhancer.

SIMPLY PLUG IT IN

Now your one tape monitor circuit lets you plug in two tape decks and an enhancing device. Just plug the equalizer into the tape 'in' and 'out' jacks on your receiver or preamp.

As you listen to your records, FM or an 'Aux', any time you push the tape monitor switch on your receiver, you'll hear your music jump to life.

THE SUBSONIC FILTER

Much of the power drawn from your amplifier is used to drive your woofers. A subsonic filter removes a lot of non-musical material **you can't hear** below 15hz. So, it relieves your amplifier of a lot of work. So, you can crank up the bass you can hear while not overdriving your amplifier with the subsonic sounds.

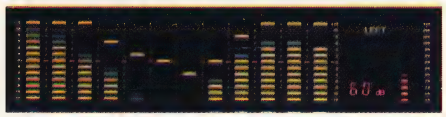
THE SPECTRUM ANALYZER

Now you can scientifically analyze your stereo listening room and test your equipment by using BSR's Real Time Frequency Spectrum Analyzer.

At the end of an 18 foot cord is the ear of the system. Just clip the mike wherever you sit and test your room.

Plus you'll see your music not as a single level on a VU meter, but as a kaleidoscopic parade of 12 individual VU meters. Each is tuned to a specific octave of the sound spectrum. Plus there are left and right VU meters.

The effect is awesome. You can visually isolate a string bass or a cymbal, and actually see each individual instrument almost as a wave moving across the individual fluorescent elements.



And, for setting levels or evaluating a recording, one touch of the Peak Hold Button will freeze each top element.

The analyzer speaks with a voice of pure calibrated Pink Noise. Pink Noise is the standard composite 'sound' of **all** frequencies used for testing in labs.

Just use the matched calibrated electret condenser microphone (included) to evaluate and let you improve the total sound of your system.

THE REMOTE

Look carefully at the picture of the remote. You'll find it does everything from adjust the sensitivity of the analyzer display to enter or recall memory curves.

FINAL FACTS AND MORE

Each of the 12 frequency bands can be boosted or cut by 12db. (That's a 24db range.) Both the analyzer and equalizer can look at the Left Channel, the Right Channel or both concurrently.

BSR was able to use its existing tooling to a great extent, so the price worked out to be much lower than their original projections, which would have made this equalizer available only to the very rich.

It is 17⅛" X 3½" X 11⅞". It's backed by BSR's standard limited warranty.

INFUSE YOUR STEREO'S SOUND RISK FREE

This is the Ultimate Equalizer because it is the finest I have ever seen. And besides, I've run out of things that can be added. It will quite simply startle you with music that's so vibrant it will seem to be three dimensional.

If you're not 100% thrilled, simply return it to DAK within 30 days in its original box for a courteous refund. But, I'd sure appreciate a personal letter telling me why you aren't thrilled. I've never had my hands on a piece of equipment that felt better, added more to my stereo system, or was as much fun to use.

To order your BSR EQ4000 Ultimate Sound Detonator 12 Band Graphic Equalizer with Real Time Spectrum Analyzer and Calibrated Mike, with Two Way Tape Dubbing, External Processor Loop and Subsonic Filter risk free with your credit card, call toll free, or send your check, and look at this, for just **$249.90** ($9 P&H). Order No. 4315. CA res add tax.

Wait till you hear and see and feel all the marvelous things this Detonator can do to bring thrilling music into your home.

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SpeakerPhone Intercom

Banish yelling and wasted steps forever. Plug in this speakerphone's modular jack and prepare for great sound. Then plug in its AC cord and you'll have a superb 3 channel FM wireless intercom.

By Drew Kaplan

Don't yell for your spouse. Don't call for your secretary. And definitely, don't get up to go find them.

Now, this new sophisticated hands free speakerphone with 10 memory dialing, Tone/Pulse switching and Call Patch-Through can do it all.

If you're like me, every time you pick up the phone at home, the call is for your wife or kids. And if they pick up the phone, it's invariably for you.

Well I'm through yelling. Whether I'm in the den, bedroom or kitchen, now I just put the call on hold, push the transmit button and say, "Honey, it's for you".

At the office we have an expensive telephone system complete with intercom. My secretary's extension is 130.

Now, instead of lifting the receiver, putting it to my ear and dialing her number, I touch a button and we talk hands free.

This Speakerphone, just like any other, simply plugs into any modular phone jack. There's even a jack on its back for you to plug in your conventional phone.

But, the fun begins when you switch over to the 3 channel intercom. Not only can you communicate within your home or office, you can even 'Patch-Through' calls to $19 intercom only units.

NOT MY FIRST INTERCOM

When our sons were young, we put intercoms in their rooms so we could hear them at night. It really gave us peace of mind, especially when one was ill.

I also had an intercom in the garage so that my wife didn't have to run out to find me whenever I received a call.

By using this marvel of communications, she can patch a phone call through to me in the garage, even though there isn't a phone jack anywhere in sight.

REVOLUTIONARY COMMUNICATION

It's the technological marriage of an FM wireless intercom and a sophisticated state-of-the-art speakerphone.

But it's much more of an achievement than simply putting two things together. The speakerphone and the intercom actually interact with one another. Read on to see just what this can do for you.

THE SPEAKERPHONE

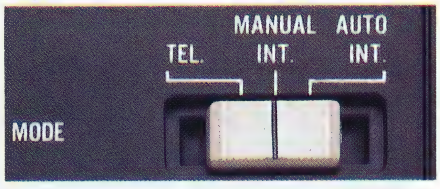
Imagine the freedom of talking, hands free. There's no barrel-like, hollow sound **at all**, and in my tests, nobody I've talked with has realized I've been on a speakerphone, which is a very impressive claim.

Once the phone is on, your voice activates the electronics. The phone uses lighting-fast simplex, with the mike overriding the speaker for superb sound.

The phone has 10 memory dialing including last number redial. It is Tone/Pulse switchable so you can use discount services. There is a 'Hold' button, but because of its interaction with the intercom, you must push it to release the line.

THE WIRELESS INTERCOM

This wireless FM, hands free intercom will let you talk between just about any locations in your home or office.



There are 3 separate channels. So, in an office each executive may have a channel. And at home, you can monitor two separate rooms, and still have a free channel for general communications.

On the speakerphone/intercom you have your choice of two methods of talking. You can use 'Auto Intercom' which is voice operated and works hands free, just like the speakerphone.

Or, you can use 'Manual Intercom'. Just push the 'Talk Button' when you want to talk. There's 'Talk Lock' which keeps the intercom in transmit, for monitoring your children or any area.

Look what you get for only $19. Wherever you don't have a telephone jack, like the garage, laundry room or basement, all you need is the 3 channel intercom.

So we have the companion intercom, without the speakerphone and voice operated function for just $19 each.

You can originate or answer any intercom function just like the speakerphone/intercom. There's a 'Call Button', 'Talk' and 'Talk Lock' Buttons and Volume.

Note: $19 units can talk together or with speakerphones. It makes no difference how many speakerphones or $19 intercoms are in your system.

WEDDING BELLS

Yelling will be a thing of the past. Just put your speakerphone into 'Auto Intercom' and switch on the telephone. **You'll allow anyone in your home with an intercom to join in on the phone.**

Just think, anywhere you have an AC plug, you can Patch-Through a telephone call. You can be added to a call even if you're in the garage or in the basement. So, not only do you banish yelling, you add telephone access to every intercom.

Only the speakerphone/intercoms can actually originate and answer calls, but every intercom can join in.

Both the speakerphone/intercom and the $19 intercom can be either desk or wall mounted. They are both handsome looking additions to any room with their HiTec black and wood-grain styling.

They're made by Maxon, a leader in telecommunications, and backed by Maxon's standard limited warranty.

TOTAL COMMUNICATION RISK FREE

Wait till you hear the clarity of both the speakerphone and intercom sound. Think of how easy it will be at your office or in your home to have a hands free intercom. And, forget yelling forever.

If you're not 100% satisfied, simply return them in their original boxes within 30 days for a courteous refund.

To order your Maxon Speakerphone/Intercom with 10 Number Memory, 3 Channel Intercom and Call Patch-Through risk free with your credit card, call toll free or send DAK's low introductory price ~~of just $69.95~~ plus **$3.50** for P&H. Order No. 4226. CA res add tax.

The Intercom Only Unit is just **$19** plus **$2** for P&H. Order No. 4227.

Note: Any combination of at least two Speakerphone/intercoms and/or $19 intercoms may be used.

You won't have to yell, "Hey Honey" any more. Now, phone calls and talking can be just the push of a button away.

DAK
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TOLL-FREE ORDER LINE
For credit card orders call 24 hours a day 7 days a week
CALL TOLL-FREE. . .1-800-325-0800
8200 Remmet Ave., Canoga Park, CA 91304

The $4 Energizers for Commodore 64 & 128

Yes, it's a trap. You can't buy Super Huey, the top rated helicopter flight simulator for $4, Swift Calc's 6600 cell spreadsheet program, or TextPro/DataPro Word Processing and Data Base programs for $4 each. Or, can you?.

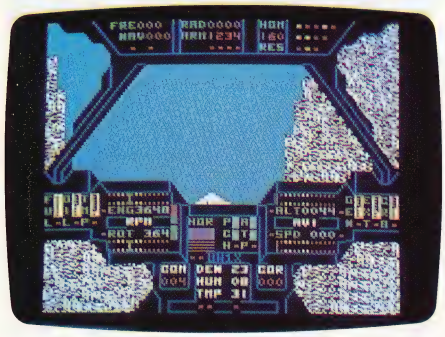
By Drew Kaplan

Life is tough. And then, you die. And that little idiom of life has certainly been proven true in the computer industry.

Well, I've been personally depressed by the fall in the computer market. It's not a fad. It's really a human triumph. So, just when nobody wanted my 'trap', I jumped in and bought over 10,000 units.

Then Commodore, in its infinite wisdom, brought out their new 128 computer (it's really neat, I've been using it) and my 'outdated, dead product', has its very own slot. So read on, and I'll tell you why I believed in this product. And remember, even though it's a trap, you're going to get a mind boggling deal.

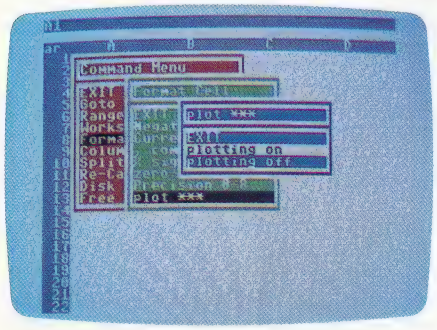
Of course, if you don't have a Commodore 64 or a 128, and you're not going to buy one, you'll just feel left out if you read on, so you better stop here.



SUPER HUEY

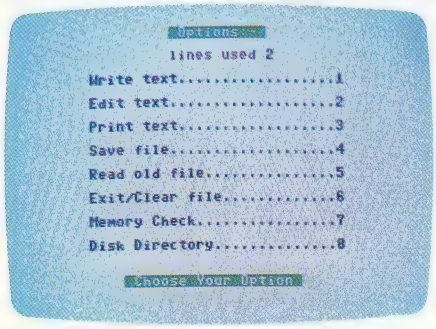
This is a true flight simulator. You're in the cockpit as you lift off and guide your copter through treacherous mountain passes, and over desert bases.

It will take you hours to master the 'collective' and control the 12 types of movements as you go on rescue, exploration and combat missions. The list price is $19.95, but it's yours for $4 as bait.



SWIFT-CALC SPREADSHEET

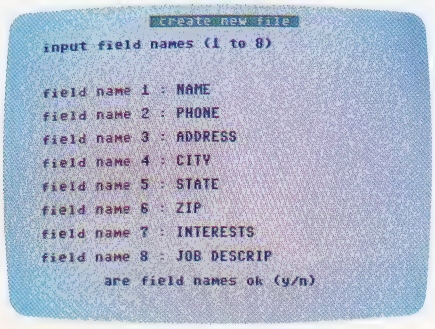
You can have sophisticated spreadsheet capabilities on the Commodore. Just imagine, with over 6600 cells, you can do loan analysis, expense reports and much more. If you invest or budget, Swift-Calc is ideal. It has pop-up menus and it's yours for just $4 as bait.



TEXTPRO/DATAPRO

Imagine a word processing program that is so easy to use that you don't even have to read the instructions. Just type your letters, term papers, or memos.

Then add a data base program that will let you create, organize and search up to 200 files, each with 8 sections.



And you can create as many different data bases as you wish, each with up to 200 files. You can keep the information in your computer or print it out.

The data base program can arrange it for you numerically or alphabetically, Or, use 'Greater Than' or 'Less Than' commands. For example, you could have the computer list all your stocks that are worth more or less than a certain value.

These 2 programs list for $39.95. But, they're both yours for just $4 as bait.

RICHARD PETTY'S TALADEGA

Take your seat and try to qualify. There are 18 drivers on the track, each with their own style of driving. It lists for $19.95, but it's yours for $4 as bait.

SLINKY (Picture Next Column)

Guide Slinky from square to square. You have to change the color of each square to finish a level. Finish a perfect level and you'll get an instant replay of your moves. Its list is $19.95, but, it's yours for just $4 as bait.

MORE

Not pictured is Forbidden Forest, picked as one of the 50 best games of all time. You'll be attacked by savage beasts as you try to shoot them with arrows. It's almost 3D and it's tough. $19.95 is list, but it's yours for $4 as bait.

Finally, there's Monster Trivia with over 2000 trivia questions. 1 to 4 people can play. Good luck! It lists for $19.95, but it's yours for $4 as bait.

IT'S COME BACK TO LIFE

So, what did Commodore put into its new 128 computer? They put in a cassette port. And, I think they recognized that aside from the $150 odd dollars you save on a disk drive, that cassettes are a very safe, reliable and easy way to save and retrieve data.

So, we've taken these wonderful productivity programs and thrilling games, had them manufactured on cassettes (the list prices are for disks) and you may choose 1 or all of them **only** when you buy the data cassette recorder.

If you now have disk, you'll be amazed at the speed and accuracy of cassette storage. If you have a data drive already, here's a great spare and oh, the software.

It just plugs into the cassette port of either your Commodore 64 or 128. It's

reliable. It's easy. Cassettes are cheap and protect your data. And everything is backed by a standard limited warranty.

$4 SOFTWARE BONANZA RISK FREE

Order any or all of the above programs. Try out the data cassette recorder. If you're not 100% delighted, simply return the recorder and all programs you purchased in their original boxes within 30 days for a courteous refund. Note: You may not return the recorder without all the programs you purchased.

To order your Fortronics Data Recorder for your Commodore 64 or 128 and any programs you desire, risk free with your credit card, call toll free, or send your check for DAK's close-out price of ~~just $29~~ ($4 P&H) Order No. 4143.

You may order one copy each of any **or all** of the cassette programs for **$4** ($1 P&H) each. Use the following Order Nos.: For Super Huey, No. 4368. For Swift-Calc, No. 4369. For TextPro/DataPro, No. 4370. For Taladega, No. 4371. For Slinky, No. 4372. For Forbidden Forest, No. 4373. For Monster Trivia, No. 4374.

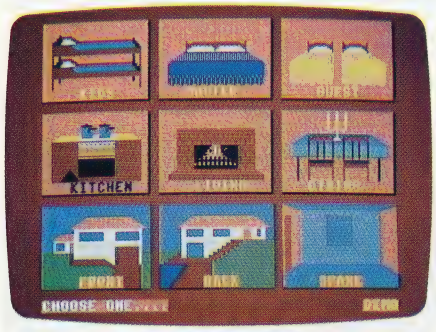
Imagine all this productivity and challenge for just $4 each. DAK originally offered the recorder for $49. Now, at $29, and with this software. Wow!

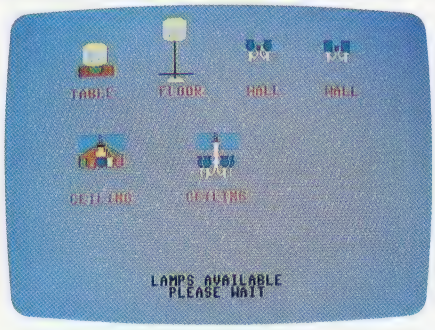
Commodore and Commodore 64 & 128 are registered trademarks of Commodore Electronics Ltd.

Trite Promise Arrives

For years we've been hearing platitudes about how someday our homes would be run by computers. Well, forget the platitudes, X10 has done it NOW. And best of all, it's fully compatible with your current X10 equipment.

FOR USE WITH COMMODORE 64 & 128, APPLE IIE, IIC & MACINTOSH, AND IBM PC COMPUTERS.





By Drew Kaplan

It's amazing. Look at your computer screen. Pick a lamp anywhere in your home and touch a button. Both the lamp on the screen and the 'real' lamp will jump to life.

You can choose 10% to 100% intensity. And, not only can you turn anything you choose 'on' or 'off' right now, you can program the device to come 'on' or turn 'off' multiple times today, tomorrow, or any day(s) you wish during the week.

USE YOUR COMPUTER-DON'T LOSE IT

What's really neat is that you can operate the system directly from your computer, but you store all your programmed instructions in X10's 80C48 microprocessor based Control Center.

And look at this. The Control Center instantly connects and disconnects from your computer. So, you won't ever tie up your computer.

The control center has battery back up (9V battery not included), and you can back up all your stored commands on the copyable X10 master disk.

So, not only is your programming protected, but you can store summer, winter, and vacation schedules on disk.

And, if you're a hacker, welcome to hacker heaven. There's a utility section on the disk, just for you.

In fact, although the included software supports at least 95 devices (minimum, depending upon which computer you own), you'll have access to 256 command capabilities. So, you can program anything you like.

FULLY COMPATIBLE

DAK has over 50,000 customers with existing X10 systems. The standard modules that you already own are 100% compatible. In fact, BSR is offering the exact same modules with this system.

How is it done? Well, your computer tells the Command Center what you want done. The Command Center then sends a silent encoded signal throughout your home's electrical system.

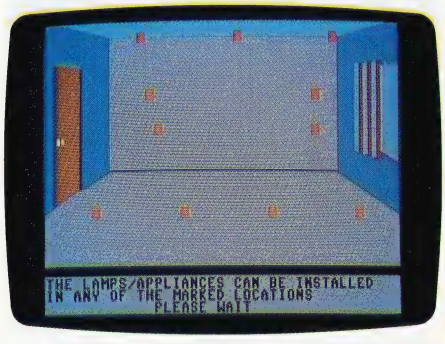
If it says, "Number 7 module turn on to 40%", only number 7 will respond. Of course, groups of modules can be controlled and you can assign several lights, such as outside flood lights, to the same number. It's all easy. It's all flexible. And you'll have complete remote control.

BACK TO THE ACTION

OK, you're sitting at your Commodore or Apple IIE or IIC computer. If you look at the picture at the top left, you'll see 7 rooms and your home's front and rear.

If you were at your IBM PC you'd see text. If you were at your Macintosh, you can draw your own rooms even using Macpaint. Wow!

Anyway, let's use the pictures shown to get the idea. Just choose a room and enter it. Here's an example.



Wherever you would like to place a lamp or appliance, just choose one from the two screen shots at the top of this

page. These pictures, or ICONS as they are called in computerese, will appear instead of the little squares you see.

When you're through installing ICONS in this room, just go to the door and back to the main menu. It's backed by X10's limited warranty.

COMPUTER CONTROL YOUR HOME RISK FREE

Wait till you feel the power of your computer surging through your home. A security mode can make your lights come on and off at random times for security. You can even manually control 8 devices from the Console itself.

If you aren't 100% satisfied, simply return it to DAK in its original box within 30 days for a courteous refund.

To order your X10 Computer Home Controller complete with Appropriate Software Disk and Cable risk free with your credit card, call toll free, or send your check for DAK's introductory price ~~of just $129~~ ($4 P&H). CA res add tax.

It simply plugs into your Commodore 64 or 128, use Order No. 4378. For your Apple IIE or IIC, use Order No. 4379. **Note:** For the Apple IIE only (the IIC has one built-in), you'll need a serial interface. It's just **$79** ($2 P&H). Order No. 4380.

Most IBM PCs and Clones have a serial port, so X10 should simply plug in. Use Order No. 4410. For your Macintosh, X10 simply plugs in. Use Order No 4411.

Lamp Module-Controls/Dims lamps up to 300 watts plugged into walls. Just **$13.90** plus **$1** P&H. Order No. 9779.

Wall Switch Module-Controls/Dims lights now controlled by wall switches. 500 watt capacity. Just replace your wall switch with this automated module. Just **$14.75** plus **$1** P&H. Order No. 9780.

Appliance Module-Control stereos, TVs, or anything with motors. 15 amps, 500 watts, 1/3hp rating. Just **$13.90** plus **$1** P&H. Order No. 9781.

Well, finally somebody has stopped talking about the weather and done something about it. And finally, someone has let your computer control your home.

Commodore, Commodore 64 & 128 and Apple, Apple IIE, IIC, Macintosh & Macpaint, IBM & IBM PC are registered trademarks of Commodore Electronics Ltd and Apple Computer and International Business Machines.

PRICE SLASHED

Computer Remote Control.
DAK sold it for $129

NOW JUST $49.90

Use Order Nos. above ($4 P&H)

Remote Control Blowout

Burglars will think you've got a family of 10 at home when you're out. And, you'll feel like you've got a butler, 2 maids and a security guard when you're home.

It's late at night. You're in bed. The lights are romantically low. The stereo that is playing in the background, as well as your lights, will be automatically turned off after you're asleep.

As you peacefully drift off, you'll be secure in the knowledge that to a burglar on the prowl, your family still appears to be moving about.

CHEAP THRILLS

Romantic lighting, burglar deterrents and energy saving controls, are just the beginning of this remarkable, installation free, remote control system.

Now you can remotely turn on, off and dim your lights, thwart burglars, and even turn the lights on or off in an unattached garage or barn.

This instant remote control system simply plugs-in in seconds and consists of inexpensive space age control modules and command centers.

It actually uses your existing house or office wiring. And if you can plug in a lamp, you can plug-in this system.

THE COMMAND CONSOLE

Imagine that you're watching TV. You can dim the lights from your easy chair. If you hear a noise, touch a button and your outside flood lights jump to life.

It's all easy when you have this top of the line Command Console, shown above, sitting next to you. It can let you control up to 16 different lights and appliances.

There's even a remote for your remote. This top of the line Command Console has a built-in ultrasonic receiver so that you can add (they weren't sold as a set) an optional $24.99 retail value wireless remote handset. Every control on the console is duplicated on the handset.

HERE'S HOW IT WORKS

As you push each button on the command console, a powerful but silent, encoded signal is sent down its AC cord into your home or office wiring.

This safe, silent encoded signal, travels throughout your electrical system. And, it won't disturb your TV or your FM.

It can even reach your unattached garages, barns, sheds and even your pool light, porch lights and yard lights.

Wherever you want to control a light or appliance, all you have to do is plug-in one of the system's controller modules.

Each module has a rotary dial numbered from 1 to 16. Just dial in a number to match one of the 16 number buttons.

Then, just plug the module into the wall and the lamp or appliance into the module for instant remote control.

Important note: You still have local control of all your lights and appliances by just using their normal switches, even though they are plugged into modules.

There are separate modules for lamps that have full range dimming capability from 0% to 100%, and handle up to 300 watts. There are appliance modules that have no dimming but can handle up to 500 watts, or 1/3hp motors.

And, there are even light switch modules that have both full dimming and 500 watt capability which you can install instead of your present wall switches.

THE TIMER

This sophisticated electronic brain can perform 32 tasks. BSR's price list shows a suggested retail price of $74.99. Just plug it in and you're in operation.

Select the module number you want to control, then decide if you want the controlled device to come on or off.

If you only want something to happen once, just push the 'Once' button.

There is a 'Daily' button that lets what you've programmed occur every day.

There's a 'Security' button. You can program lights and radios to give your house a lived-in look when you're away.

With The Timer, you can set your window air conditioning to come on an hour before you return from work. Or, you can have your porch lights come on so you'll never enter a dark house.

TELEPHONE CONTROL TOO

You can even phone home and control anything. BSR's price list shows its suggested retail price to be $149.

Just plug it into both your AC line and any modular phone jack in your home or office. Then just call your regular phone number, give it your 3 digit code that you set yourself, and start controlling.

You can call home and turn on your lights before you leave work or before you leave a midnight party.

DAK has made an incredible all cash buy on a limited quantity of these BSR X10 components because BSR is now concentrating only on their computerized version of this system. It's backed by BSR's limited warranty.

TRY A REMOTE WONDER RISK FREE

As you get into bed tonight, think about what you'd do if you heard a noise outside or downstairs. Just push a button.

Think about how nice dimmed lights would be in your bedroom, den or living room. If you're not 100% satisfied, simply return it to DAK within 30 days in its original box for a courteous refund.

Order any combination of Command Consoles and modules. The choice is yours. There are no limitations except that sales are *limited to stock on hand.*

1)The Control Console-Lets you control up to 16 different modules. On/off/dim/all on/all off. ~~Just $13.90~~ plus **$2** P&H. Order No. 9775.

2)The Ultrasonic Remote-Lets you roam up to 30 feet from any Control Console, and duplicates all functions. Just ~~$12~~ plus **$2** P&H. Order No. 9776.

3)32 Event Clock Timer-Lets you control 8 modules with up to 2 on and 2 off commands to each. Also acts as a command base plus sleep and security extras. ~~Just $32.50~~ plus **$2** P&H. Or. No. 9777.

4)Telephone Responder-Phone home and control 8 devices. It's also a base. It's ~~just $49~~ plus **$3** P&H. Order No. 9778.

5)Lamp Module-Controls/Dims lamps up to 300 watts plugged into walls. Just **$13.90** plus **$1** P&H. Order No. 9779.

6)Wall Switch Module-Controls/Dims lights now controlled by wall switches. 500 watt capacity. Just replace your wall switch with this automated module. Just **$14.75** plus **$1** P&H. Order No. 9780.

7)Appliance Module-Control stereos, TVs, or anything with motors. 15 amps, 500 watts, 1/3hp rating. Just **$13.90** plus **$1** P&H. Order No. 9781.

FINAL CLOSE-OUT

1)Control Console-$9.90, Order No. 9775 ($2 P&H).

2)Ultrasonic Remote-$9.90, Order No. 9776 ($2 P&H).

3)32 Event Clock Timer-$26.90, Order No. 9777 ($2 P&H).

4)Telephone Responder-$39.90, Order No. 9778 ($3 P&H).

It's safety, security and fun with BSR's X10 system. I bought one at full retail before DAK sold them. I can turn on lights throughout our home from my night stand. All the modules are available.

Computer Info Grabber

Get a date, check your stocks, leave E-Mail, or post messages on Electronic Bulletin Boards. Transfer files or download public domain programs. Let your computer bring you the wealth of information that's on-line.

By Drew Kaplan

It's easy. It's fun. And, you'll be amazed at the vast electronic world of information that will be at your fingertips.

Imagine dialing a number and hooking up to a free Electronic Bulletin Board where people post messages about everything, from new jokes (I've signed on a joke bulletin board) to computer equipment they want to sell.

It's like the bulletin boards I used to see when I was a student at UCLA. Of course, there are specialized boards for specific subjects. There are data bases that list 6500 references about coffee, to some on agriculture that have over a million reference articles.

Some are free, some cost money. But until you are on-line yourself, no brief description that I can give you will even scratch the surface of what's available.

Are very many people on-line? Well, just look at the screen below and you'll see that when I logged on, I was the 25,749th caller on this local board.

```
==========================================
==========================================
**Hit <ENTER> !                    ------ 300
Baud ......

Welcome to System/80-GM
Of Hayward, California
Do You Have a Logon Code for This System
 (Y/N)? N <===
Enter Last Name - KAPLAN
Enter First Name - DREW
Location (City, St.) - CANOGA PARK CA
Telephone Number (Optional) - 8888220
IS THIS CORRECT (Y/N) ?Y <===
Adding you to user log, please stand by.

DREW KAPLAN          LOGGED ON
You are Caller number ===> 25,749

The SYSOP is ===> OUT <===

Do you wish to check for Unopened Mail?
(Y/N) ===> ■
```

Is it very hard to log on? Well, all you do is call the number, press return on your computer and you're on. And the screen in the center of the main picture above is indicative of the kind of 'Help' information you'll find on most systems.

Below is another opening bulletin board screen. You can see just how simple it is to connect and get started.

```
New users:
1) You can get a password in
the (A)pplication section.
2) The (C)onfigure section is
where you can change all your
parameters.
3) Make sure you read the many
(H)elp files!!
                <Main Menu>
(A)pply For Password
(C)onfigure System
(D)ata Base
(E)lectronic Shopping
(F)ile Transfer
(G)oodbye
(H)elp
(M)essage Base
(P)ictures
(S)ysop Chat
(T)ime, Elapsed Time, Date
(U)ser Logs
(V)ideotex Section
(?) or CR=Menu
A,C,D,E,F,G,H,M,P,S,T,U,V,? >■
```

WHAT ABOUT PAY DATA BASES?

There are a number of superb pay data bases such as The Source and CompuServe. The amount of information you can get from them is mind-boggling.

In the main picture, you'll see part of CompuServe's financial menu, but there is so much more. They have on-line financial information they call 'Disclosure Statements', which are like 10K reports, on about 9000 public companies.

You can see the balance sheet of any public company. Check out the company you work for. Check on a company trying to hire you. Or check on a company with which you may want to do business.

Below is a screen showing just 13 of the hundreds of subjects available on CompuServe. Frankly, hooking up just to use CompuServe would be a worthwhile reason to own a modem.

```
4 Intelligence Test                    TMC-32
5 Internal Revenue Services            IRS
6 Jet Fuel Hotline                     JFH
7 Kaypro Users Forum                   FCS-83
8 Kermit                               CHM-46
9 Logo                                 LOG
10 Legal Forum                         GFP-40
11 Literary Forum                      HOM-13
12 Loan Amortization                   HOM-17
13 Logicial Systems Inc SIG            FCS-85
14 Lunar Lander                        GAM-24
15 MUSUS SIG                           FCS-83
16 Magic Cube Solution                 GAM-35
■
```

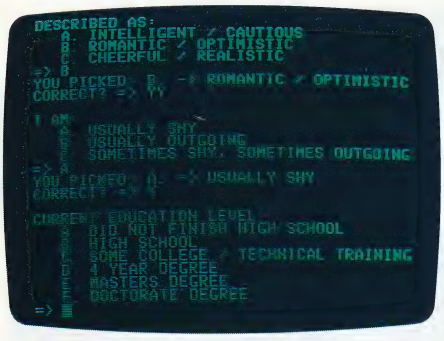
They have an encyclopedia, 1300 recipes, a review on how new cars match up, business news clippings, games and so much more that you'll never see it all.

We're offering a book that lists over 1100 data bases, pay and free, as I mentioned earlier, that contain 6500 references about coffee, to one with 2,000,000 on agriculture.

I know it's trite, but the world really has entered the information age with a vengeance. You'll find informative data bases on economics, medicine, and law.

WANT A DATE?

OK, first you've got to know that I'm very happily married. But I have some friends who aren't (married). In the upper left of the main picture and on the next page, you'll see some of my answers to a matchmaking bulletin board. What fun.



Most of these boards which are available all around the country, seem to be free. But beware, some are X rated.

Anyway, what you do is fill in a questionnaire. Then you browse through other people's questionnaires.

If you find someone you like, just leave them a message. They will check out your questionnaire, and if they like you, they'll leave you a private message which may contain an address or a phone number. The boards are public, the messages appear to be secret.

COMPUTER TO COMPUTER

All transmissions are standard, so it doesn't matter if you are talking to an IBM, a Commodore, an Apple or you name it. Below is a sample of a transmission from my briefcase portable to my Apple.

When I'm out with my portable, I can send anything I write directly to my Apple. Also, information can be sent to me.

1200 BAUD OR 300 BAUD

This incredible modem phone, which by the way you'll use as a superb Tone/Pulse feature phone with its built-in great sounding speakerphone, 10 number memory dialing, and Phone Company style handset, operates at 300 baud.

Just dial the number using the hands free speakerphone. When you hear a computer tone, move the switch to 'Data' and you'll be on-line.

300 baud lets you send and receive information at the rate of about 30 characters per second. We also offer a 1200 baud modem elsewhere in this catalog that transfers information at about 120 characters per second.

The quality of the transmission, the information you can get and the ease of use is equal. The bottom line is that for most free bulletin boards, you can only use 300 baud. (Note: 1200 baud modems will automatically switch to 300.)

So, if you're simply reading information, 1200 baud is probably too fast. If you're transmitting files and downloading programs, it would save you time with 1200 baud.

The home standard is 300 baud and the business standard is 1200 baud. And, either way, you'll be amazed at what you'll find on line.

HOW DO YOU FIND BOARDS?

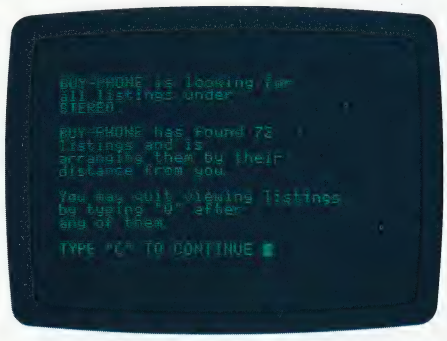
It's really easy. Talk to your friends. All you need to find are one or two free boards. One of the things you'll find on Electronic Bulletin Boards are the phone numbers of other boards.

I found a list of 40 boards I had never heard of when I browsed the messages of a board I knew. You'll find lists in magazines and of course, there are books. But, be prepared to dial and browse.

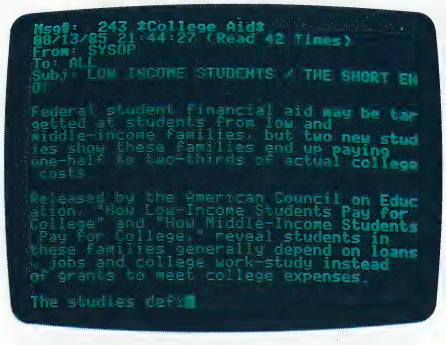
MORE FREE BOARDS

Below, you'll find an incredible board that I use in Los Angeles. Not only will it list everyplace that sells anything I may want, it lists them by geographic distance from my home.

It found 72 listings under 'Stereo'. You'll find phone numbers, addresses and business hours of just about any kind of business you can imagine.



At the beginning of this ad I mentioned that these boards were like college bulletin boards. Well, look below and you'll find a listing about Federal Student Financial Aid. I guess if I sell enough of these modems my kids won't need it, but again, the diversity is incredible.



HOOKING IT UP

It's easy. Just plug the modem phone into any standard modular jack. Then plug in its AC power supply.

Then just connect it to your computer. We have inexpensive modem cables, modem programs and, if you need them, interfaces for your computer.

You'll be Hooking-in (A computer term) just a few minutes after you hook it up. The Modem phone is made by Unitech. It's backed by their limited warranty.

JOIN THE INFORMATION REVOLUTION RISK FREE

Calculate your net worth. Check a user's group to see what's new for your computer. And for work, I access the DAK computer from home all the time.

Look through Computer Programming. Go shopping in the Electronic Mall. Or, see what the weather's like in Dallas.

Try The Modem Phone in your own home or office with your own computer, risk free. If you aren't 100% satisfied, simply return the modem in its original box within 30 days for a refund.

To order your Unitech 300 Baud Modem Phone, complete with 10 Number Memory Dialing, SpeakerPhone and Pulse/Tone Switching, plus a discount on The Source risk free with your credit card, call toll free, or send your check for DAK's breakthrough price of ~~just $69~~ ($5 P&H). Order No. 4110. CA res add tax.

The On-Line Directory of over 1,100 Data Bases, complete with descriptions, is just $14.95 ($2 P&H) Order No. 4358.

You'll need just three things to turn your computer into a communications marvel. 1) You'll need our special cable. 2) You'll need a serial interface card if your computer doesn't have one built-in, but read on. 3) You'll need a modem program. It can be ours or anyone's.

You'll really love DAK's Modem Program. It lets you send and receive files (letters, memos, orders, reports, etc.) and upload (save incoming information to your memory) and download (send complete files from disks). Here's what you'll need for some popular computers.

For your Apple II and IIE. (Or Franklin). A Serial Interface with our cable is just **$79** ($2 P&H) Order No. 4112. And we have a Modem Program on disk for just **$10** ($1 P&H) Order No. 4113.

For your Apple IIC. You don't need an interface, because it's built-in. Our cable is just **$12** ($1 P&H) Order No. 4284. The Modem Program on disk is just **$10** ($1 P&H) Order No. 4113.

For your IBM PC. (Or Clone). You probably already have an interface. Our cable is just **$18** ($2 P&H) Order No. 4376 for a male cable or Order No. 4377 for a female cable. A Serial Interface with our cable is just **$79** ($2 P&H) Order No. 4115. Our Modem Program on disk is just **$10** ($1 P&H) Order No. 4116.

For your Commodore. (Both Vic 20 and 64) Your special connecting cable is just **$12** ($1 P&H) Order No. 4117. You don't need an interface. The Modem program is available for just **$10** ($1 P&H). Use Order No. 4118 for disk, or Order No. 4119 for cassette.

SPECIAL SUPER BONUS

We've made a large cash purchase of CompuServe Starter Kits. You get a full manual and a detailed description of the service. **Plus, look at this.** You'll get $25 (about 4 hours) of free on-line information. It's a $39 value. It's yours for just **$24** ($2 P&H) Order No. 4121.

You'll be on line immediately. Everything you need is included. Note: The CompuServe Kit is covered by our standard 30 day risk free trial. But, if you return it we must bill you for time usage.

It is said that knowledge is king. With the information you can acquire through the all new Modem Phone, you'll have the informational power of 10 kings. And you'll have a full range of entertainment thrown in as an extra bonus.

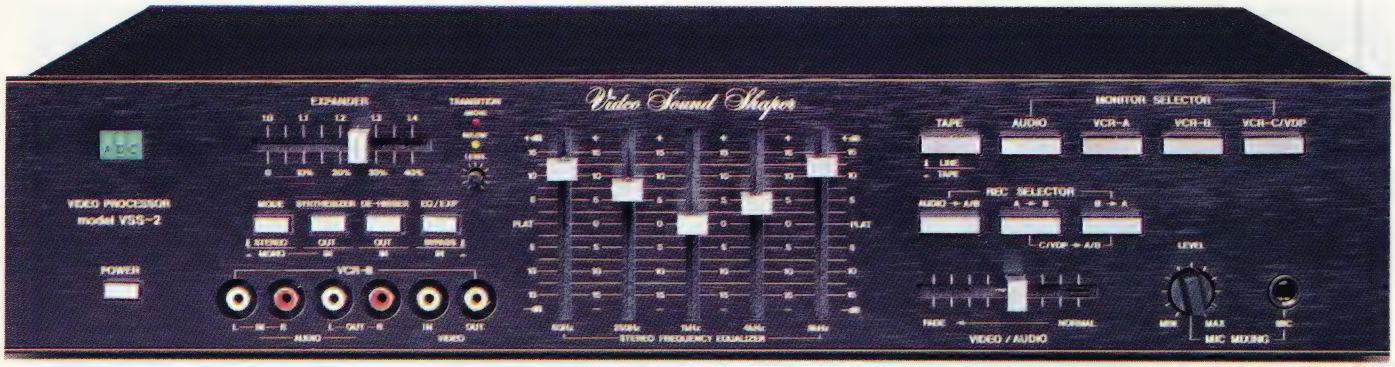
Apple II, IIE, IIC, Atari, IBM PC, Franklin, and Commodore VIC 20 & 64, are registered trademarks of Apple Computer, Atari Inc., International Business Machine Corp., Franklin Computer, and Commodore Electronics Ltd., respectively.

FINAL CLOSE-OUT NOW JUST $39.90

Use Order No. 4110 plus ($5 P&H)

IMPORTANT NOTE

Now, for less than the cost of a hands free speakerphone with 10 number memory dialing that you'll use every day, you can have a modem to explore the world of on-line data bases. Wait till you see all the amazing things you'll find on-line.



TV/Video Sound Detonator

Create startlingly live sound out of thin air for your TV and video. Experience the stunning sonic difference that a Dynamic Range Expander, a Stereo Synthesizer and a Graphic Equalizer can bring to your TV and video listening. Plus, you can dub both the audio and video between 3 video devices.

It's not there. No matter how good your TV or your video cassette recorder(s) may be, most broadcast video sound just doesn't contain anywhere near the quality you'd expect to hear from even a modest component audio system.

Simply using good equipment isn't enough. The sound of broadcast video and most video cassettes cannot be brought to life with the conventional equipment you'd use in an audio system.

After all, when you want to improve the sound in an audio system, you are simply emphasizing hidden sounds that are muffled or overwhelmed in the music.

But for broadcast TV and video cassettes, the high quality sound is not transmitted. There's no hidden sound to find.

So, in order to obtain high quality audio, the sound needs to be electronically enhanced (created).

Clues from the sounds that are in the music need to be identified and are then used to actually recreate sound that will bring your video to life.

ADC's enhancing TV/Video Sound Detonator doesn't just bring out the hidden life in your TV and video cassette sound. It actually creates new sonic elements in the sound to bring you a startling illusion of sonic brilliance.

It can provide this sonic enhancement while you're dubbing tapes or if you are simply watching TV or video cassettes.

SO, WHO NEEDS IT?

You'll be amazed at the effect you'll experience with simple things. You'll actually sense an actor walking across a room. A gun shot will startle you.

Waves breaking on a beach will almost make you smell salt air. And music, wait till you hear the music.

You'll be enraptured by the musical sound tracks, even on something as mundane as a weekly series.

The combination of sight and sound can be incredibly powerful. You become part of the experience. It's like sitting in the 10th row of a movie theater.

So, if you own one, two, or even three video cassette decks, or if you want your TV viewing to be a living experience, ADC's Enhancing TV/Video Sound Detonator will excite your senses.

IT'S A CONTROL CENTER

You'll have complete control of your components. You can connect three separate video sources, A, B and C. They can be video recorders, disk players, or with our special cable (included), even the earphone output from your TV.

You can copy both the audio and video parts of the signal (yes, there are video jacks too) from A to B and from B to A. Plus, you can copy from C to A or B.

Plus, there is a set of audio in and out jacks and a mike input lets you mix your voice into any of the outputs.

And, look at this. There's a front panel fader which lets you fade both the audio and the video in or out for really professional quality copies.

Finally, there are master line in and out jacks which you use to interface this component to your stereo system's tape monitor circuit or an 'aux' input.

Either way, once it's connected, you'll hear sound from your video devices that will knock your socks off.

IT'S AN EXPANDER

Live performances produce about 90 db of dynamic range. Dynamic range is the difference in volume between the loudest and softest sounds.

TV and video average about 40-50db, and the best audiophile records reach only 60-65db.

The horizontal slider switch in the picture above gives you a variable increase from 0 to 40% in dynamic range. So, when your sound is loud, it will thunder. And when it's soft, it will whisper.

Imagine a gun firing and a pin dropping and you'll have the idea. The sound isn't simply loud or soft, it's the range of the difference that's enhanced.

You'll experience lifelike realism never before possible outside of a recording studio or at the live event itself. And, for music, the difference is astounding. In fact, the best attribute of the new CD audio disks is their dynamic range.

A STEREO SYNTHESIZER TOO

Nothing is as boring or detrimental to lifelike sound as lack of sonic placement. ADC has literally made synthesized stereo an art form.

Switch in this circuit and the music will envelop you. Your music will spread out and you'll lose the single point unrealistic sound effect.

IT'S AN EQUALIZER

An equalizer is just about the most important improvement you can make in an audio system. But, with normal TV/video sound, even the most limited stereo can outperform the video signal source.

But once you engage the circuits in this enhancer, the equalizer can take over and dramatically improve your sound. It will really add fullness, richness and excitement to the music. And, even if you have an equalizer in your system already, you can pre-equalize the TV video sound to match the rest of the components in your system.

AND THERE'S MORE

There's a De-Hisser which removes the hissing sound sometimes encountered in broadcasts or from tape hiss.

There's a stereo/mono switch so that this unit can accomodate standard video monaural audio. Or, it can handle stereo video cassettes or even the new stereo TV when it becomes available.

It is 17⅛" X 3½" X 11⅞". And, it's backed by ADC's limited warranty.

MAKE YOUR VIDEO'S SOUND COME TO LIFE RISK FREE

Just plug your video equipment into the ADC's Enhancer and the Enhancer into your stereo system.

You'll have a thundering expansion, a breathtaking stereo effect, and full rich sound. Plus, you'll have switching and dubbing the easy way. If you're not 100% satisfied, simply return it in its original box within 30 days for a refund.

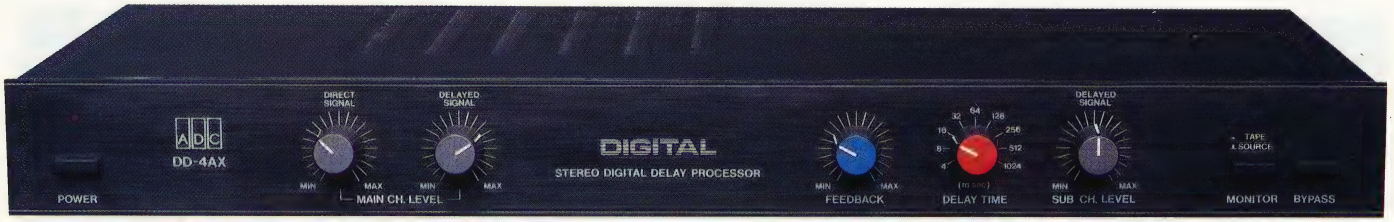
To order ADC's TV/Video Sound Detonator with A Dynamic Range Expander, A Stereo Synthesizer, An Equalizer, A De-Hisser and Complete Selection and Mixing, risk free with your credit card, call toll free. Or, send your check, not for ADC's $400 suggested retail price, but ~~for only $249~~ plus **$8** for postage and handling. Order No. 4161.

Make your home into the finest movie theater. Experience your TV and Video Cassettes, don't just watch them.

FINAL CLOSE-OUT NOW JUST $159

Order No. 4161 Plus ($8.00 P&H)

Wait till you hear what this enhancer can do for the sound from your video sources. Plus, it's a switcher/fader.



The Missing Link Plus

Squeeze the acoustics of an intimate club or a concert hall into your favorite stereo listening area without affecting your speakers. And then, expand the acoustics of your car or personal stereo at a breakthrough price.

By Drew Kaplan

Electricity's in the air. There's the roar of the crowd. There's the feedback between the performers and the audience. Live performances are exciting.

But, it's the sound. It really seems to be different. It's more alive. It seems to crackle with energy. And, it sounds fuller.

Your home stereo, even with terrific specs, just can't seem to reproduce the 3-dimensional effect that you experience at a live performance. And, even with the finest car or portable stereo, while the sound may be technically perfect, the excitement is likely to be missing.

THE FLAW

Interestingly, when you listen to music at home, you're probably listening to better equipment than at a live concert.

At most concerts you really don't hear a singer or the instruments. What you do hear is the auditorium's PA system.

While PA systems have lots of power, they simply aren't made to deliver the frequency response and dynamic range of today's quality home stereo equipment.

So, what's the big difference? Simple, you need to listen to your stereo in a full size concert hall. And, now, you can have a new electronic full size concert hall or an intimate club in your own home.

The real secret to the dramatic dimension of sound you hear at a live performance is the acoustics of the hall.

The acoustics of a hall consist of reflectivity and tambour. Or in English, the amount and types of echo and the number and delay of the echo components.

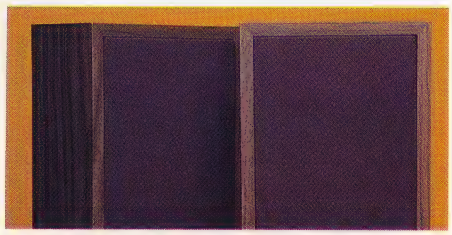
THE SOLUTION

Architects charge hundreds of thousands of dollars to design buildings where the acoustics will be dramatic.

ADC has developed a digital delay system that in effect does for your listening room's acoustics what architects do for concert halls.

After all, no matter how good your stereo system is, an 80 piece orchestra doesn't belong in a ten by twelve room.

Your stereo's speakers are 100% unaffected, unless you want them to be. The ADC digital delay system consists of a preamp, twin built-in amplifiers and a pair of full-range ambiance speakers.



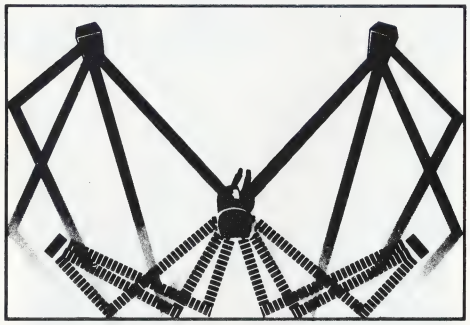
You'll have a phenomenal range of controls to electronically adjust the acoustics of your listening room.

First select the size of the room in which the performance will take place. For example, you can select a rock concert in a 5,000 seat auditorium or a jazz combo in an intimate club.

BEST OF BOTH WORLDS

Last year we offered a sophisticated Koss digital time delay system, similar to ADC's, in our main catalog for $299.

It had a preamp, amps and it sent all the delayed signals (the best way) through separate ambiance speakers.



The ADC Digital Delay System provides all the delay you'll need to turn your favorite listening room into a full size concert hall. Just aim the two supplied speakers at the back or side of your room as shown, and you'll hear realism like never before. The sound will open up with incredible realism.

Earlier, we had sold Kenwood's digital delay which mixed its delayed signals through your main speakers.

It wasn't a match for the Koss unit. **But, it had one big advantage.** You could record the combination of normal and delayed signal onto your cassettes.

So, you could have a vastly expanded acoustic experience in your car, with your boom box or with your personal stereo.

ADC's is the ultimate system. You'll have all the separate ambiance only obtainable with extra speakers.

Plus, you can add time delay to your front speakers (if you desire), and you can record the effect on cassettes. Now you can enjoy the exhilaration of concert hall sound even with headphones.

Just grasp the controls, close your eyes and prepare for an adventure. You'll feel the room grow or shrink around you.

TOTAL CONTROL

ADC's digital system gives you multiple path echoes which you can tailor into an infinite variety of environments.

The 'Direct Signal' control is simply the input level. The 'Delayed Signal' feeds the amount of delay selected with the 'Delay Time' knob to the front speakers.

The 'Delay Time' knob lets you select from a 4 millisecond delay up to 1024 milliseconds. But one delay is much too simple. On the back panel are 'Second' and 'Third Order Delay' controls. So, each delay on the front panel has a second and third transient response.

The back panel controls come preset, but you can adjust them if you desire. Besides, there's a 'Feedback Control' that lets you throw some of the existing echoes into the main inputs of this unit so they can interact with the main signal and add more realism.

There's a 'Sub Channel' level control for the rear speakers. Now, you can make virtually any room sound hard or soft, or large or small.

Finally, there are both tape inputs and outputs, so when you hook this unit into your tape monitor loop (patch cords included), you don't lose the use of your tape deck. And of course you can use it with an equalizer or any other enhancer.

The change in sound quality will be enormous. It has a frequency response from 10hz to 100,000hz ± 1db, and a dynamic range of 110db. It's backed by ADC's standard limited warranty.

ENLARGE YOUR HOME RISK FREE

Listen to your two front speakers and then switch in a concert hall or club. Wow! Then make a tape using the echo. Wait till you hear your car grow.

If you aren't 100% satisfied, simply return it to DAK in its original boxes within 30 days for a courteous refund.

To order your ADC Digital Delay System complete with a pair of Ambiance Speakers risk free with your credit card, call toll free, or send your check for DAK's breakthrough price of ~~just $199.~~ ($11 P&H) Order No. 4314. CA add tax.

Listen to romantic vocals in a small club and Wagnerian opera in a large auditorium. Now you can electronically add the ideal listening room to your home.

FINAL CLOSE-OUT NOW JUST $179.90

Order No. 4314 Plus ($11 P&H)

You'll be amazed at how realistic and exciting your stereo sound really can be. It's like day and night.

Daddy's Pride And Joy

I had a meeting that I just couldn't miss. And my son was giving his first speech. What's a father to do?

And Now, Much Much More

- *For Real Estate*
- *For Tennis*
- *For Golf*
- *For Sales Training*
- *For Actors*
- *For Parties*
- *For Copying Cassettes*
- *For Private Pilots*
- *For Factory Tours*
- *For Equipment Demonstrations*
- *For Family Memories*
- *For Video Christmas Cards*

SPECIAL NOTE By Drew Kaplan

It was amazing. Last summer we offered a portable video system complete with color camera for just $689.

I, and actually my whole family, tested the equipment before I wrote the ad that follows. But, it was really only after I printed the catalog that I started using the system regularly.

And, as you'll see, use it I did. My older son, Chris, and I took it on a roller coaster. Wow, just turn the page (and maybe your stomach) to see the results.

You'll see the tennis and golf swings of two DAK pros. (I still don't have time to play, myself.) What's really interesting, is what Chris said when I asked him (he takes tennis lessons) what he thought of my neat tennis pictures.

He said, "The guy's feet shouldn't have left the ground and he shouldn't crouch so much." I wanted him to critique my neat pictures, not the swing.

Well, that led to a grudge match between the two. (See next page). And, it certainly proves the value of using video to analyze any games you play.

And the best thing about this system, besides the new $599 price, is that it is so incredibly easy to use. Just turn it on and record. There are no complicated controls and time consuming setup procedures required.

There's virtually nothing to learn. You'll be recording 15 minutes from the time that you open the box.

Below you'll find an expanded version of my original story. I've added pictures as well as lots of new uses, some suggested by DAK customers.

You can be sure that I would never have thought that surgeons, obstetricians or insurance adjusters would use a video system. Or, that bull riders at a rodeo would want to record their feats.

By the way, I unfortunately can't reproduce moving video pictures in this catalog, so I had to use conventional cameras along side the video camera for the pictures in this ad.

The video is much more exciting, but you'll have to see that for yourself. Here's my expanded ad.

Daddy's Pride And Joy Expanded

By Drew Kaplan

"Where's the Unicorn?", was the title of my son's speech. And, I was going to miss it.

I had also missed the trip to Knotts Berry Farm where he had won the Unicorn. He was especially proud because neither his older brother nor any of the adults had been able to win anything.

POSSIBLE DIVORCE?

Everyone in the family thought I should skip the meeting, and they were probably right. **But I had an idea.**

I called Emerson and asked to borrow one of their portable video machines with a camera that would 1) be light enough for my wife to easily carry, and 2) wouldn't require any training.

The next day we received the system you see above. I didn't plan to sell it (I told Emerson that at $999 it was too expensive), but I really needed it for that day.

Well, not only did this system save my marriage, but we've had a heck of a lot of fun. Yes, I've seen the Unicorn Speech many times, as have all the grandparents. But that was just the beginning.

The very first night we unpacked the recorder, the kids turned into 'hams'. And by the way, my son's speech was probably much better because we used the video recorder over and over again to practice.

So, whether you're a movie star who would like to study your dailies **the night before**, a dancer, a model, an extra or simply an executive or a student giving a speech at work or at school, you can practice and evaluate your presentation as often as you like.

If you're like me, you may find speaking in public awesome. I want to know what I look like, what I sound like and how I make my points **before** I go live.

SUPER EASY TO USE

Inside and out, (yes it came right out of the box with everything, including an **AC power supply and a rechargeable battery**), we really put this thing to use.

Just plug the camera into the recorder. Then insert the rechargeable battery or the AC power supply. **Choose high or low speed.** And finally, insert an up to 8 hour, full size, standard VHS cassette, and away you go.

Cables are included to connect this recorder to **any TV inputs,** from 75 ohm cable to 300 ohm flat wire, to direct video for a monitor or another recorder. Everything you need is included.

LOTS OF USES

My older son is taking tennis lessons. Making recordings of your swing out on the court is an ideal way to improve. He can really study his wrist and arm action.

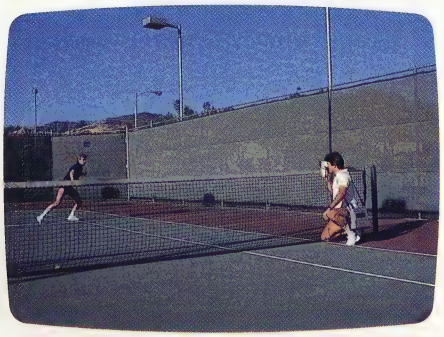
Here are some pictures of our resident DAK tennis pro doing his thing for

Next page please. . .

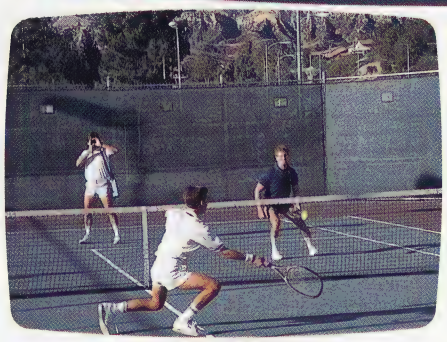
my cameras. Do you think his swing is good? Of course, you can freeze the action at any point to really study your swing.

Below are a few frames from the 'grudge match' between my son and our DAK pro. As you can see in the first frame, you don't even need anyone to make the videos. Just put the camera on a tripod (optional), and you can record anything you do.

The next two frames show Gary, Emerson's Western Regional Sales Manager recording the match. You can really get into the action. But best of all, you can take the action, from any sport from horse racing to skiing, home with you.



It's amazing how easy it is to spot your own mistakes when you are watching yourself in action. It really lets you sharpen your skills and improve your game. Just think about the sports you play.



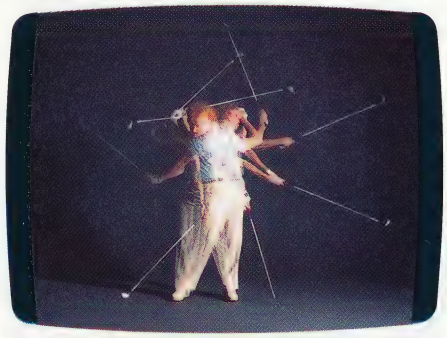
Finally, because it was getting dark, we called the match with Chris one game behind. So, here we have Gary jumping the net (he survived the jump), because he's our hero for getting us this incredible video system.

It's also terrific out on the golf course for improving your golf swing. In fact, it's such a powerful method of game improvement that they sell video cassettes showing you how to improve your game.

Here's our resident DAK golf pro demonstrating his skill for my cameras. On the video tape you could freeze the action frame by frame. (He asked me to tell you that he only looks fat in the picture because of the effect of the number of exposures I needed to show his full swing.)

With this system you can really refine your game. I can't personally attest to improving your tennis or golf games, because I'm too busy writing catalogs to take time off to play.

And anyway, when I was growing up,



playing ping pong seemed to be an extravagant sport to me.

GOOD FOR WORK TOO

It's easy to see how many pleasurable uses it has. But, wait till you see what it can do for you at work. Here are just a few of the many types of work that can be enhanced by using this video system.

Over Please. . .

Daddy's Pride And Joy Continued. . .

For Communication. I've already mentioned public speaking, but look at this. If you have salesmen in the field, wouldn't it be great to be able to send out a personal video description.

On the previous page is a frame from a DAK staff meeting where Howard, our controller, explained how we were going to be able to offer this system for only $599. And below, I explained just how easy it was to use the camera.

Your video can be of your newest products, automated equipment, or a message from the president about what the sales force should know about the company's future plans. It's great for morale.

With over 30% of households in the U.S. already having video recorders, you probably won't even have to supply a recorder. And, think how powerful the presentations of your sales force will be when they can show live videos of your products **IN ACTION** instead of boring price list pictures.

Only with video can you show all angles of a product or service completely. In the frame below, you can see three angles, but it would be easy to show you the 3X zoom in action, the results and much much more. Only video can bring your products to life.

FOR THE FACTORY

Why teach each new employee how to run the same machine. Sit them down in front of a TV and let the video tape do the work. You'll always know for sure exactly what the new employee has been told and they can watch the tape several times if they wish.

When you do bring them out 'on the line', you'll find the 'fine tuning' is really easy and you'll have saved hours of repetitive teaching. Making the tapes is easy and it can really pay off.

FOR REAL ESTATE AGENTS AND ARCHITECTS

It's already happening. Just imagine walking in to a prospective buyer's home with tours of 5 or 6 homes ready to show on their TV.

All you have to do is walk though a home to show the view, amenities, and give a true feeling of the home. Of course, if you're an architect, what a great way to show your work. You can show all angles and really get your ideas across.

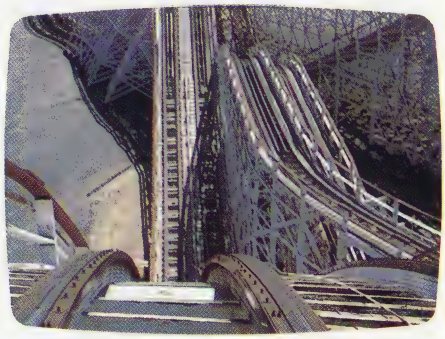
Here are a few frames from a model home. Look at the different perspective views of the living room and staircase.

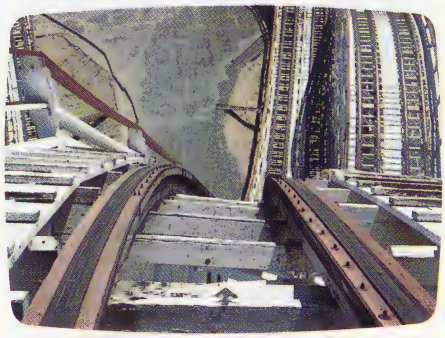
You'll save hours. Your clients will appreciate the time you save them and you'll only take them to see the homes they'll be likely to buy.

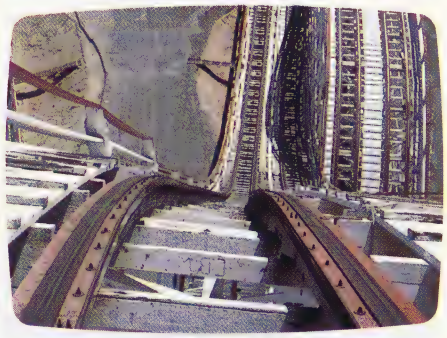
Some agencies even have the 'sign planters' tape the houses so all the brokers in the office can get an easy look.

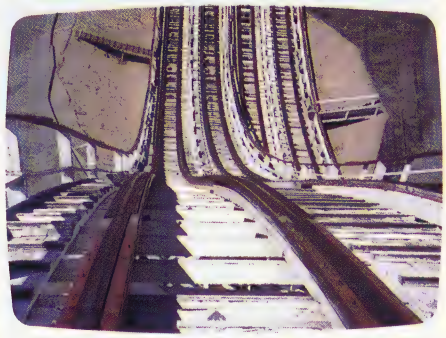
And, no matter what, you should have a stock tape showing the schools, the churches, the stores and any other assets of the community that are likely to help with the sale.

There's Lots More. The power of a plant tour or equipment demonstration on tape shown to a prospective out of town customer is awesome. It can make the ultimate difference.









Your knuckles will turn white each time you rewatch your action videos on your TV. I feel my stomach move each time I watch the video of this roller coaster. Look deeply into the third frame to get just the slightest feeling of what I felt when I made the tape.

Why not have an introduction to your

Next page please. . .

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company in the personnel office for all new employees. And, providing live, up to the minute information for your sales force is simply priceless.

FOR SCHOOLS AND CHURCHES FOR CIVIC AND FRATERNAL GROUPS

Just think of all the events that can be easily recorded on video: School Plays, Church Events, and Guest Speakers at Civic Group Meetings.

Whatever event your group has, can be captured on video. Make copies to raise money. Play tapes of last year's play for this year's students. Or make collections of outtakes for fraternal group parties. It's easy. Don't let your group's precious memories fade away.

Of course, all sorts of team sports can be improved by taping the action on the field. Whether it's a lineman or a pitcher, whether it's a trumpeter in the band or a dancer in the line, video shows them what they really look like.

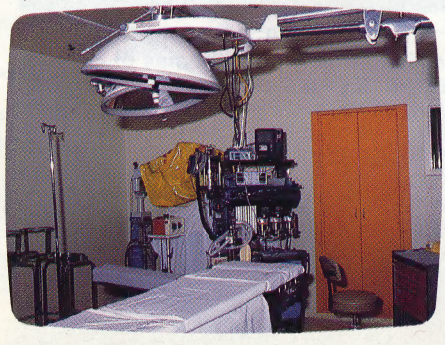
And don't forget, just point the camera at the stage or field and forget it. On battery or AC, this recorder needs no attention. You can concentrate on the event, not on the recording.

FOR DOCTORS

Don't be camera shy. Let's say you're an OB. Why tell each of your patients the same thing over and over again? Why not make a video tape describing the events they can expect and when to expect them?

Then let the mother-to-be watch the tape before you meet with her. Lots of nervous questions will already be answered. Then, you can concentrate on specific questions she may have. And, with over 30% of homes having video recorders, let her take the tape home to her husband. The father-to-be can have first hand information too.

I learned the Laboyer method. I only wish I had had a video recorder to record my son's birth with me cutting the cord and giving him his first bath.



Above is an empty OR. (They wouldn't let me in during someone else's operation.) So, no matter what your specialty may be, any repetitive information can probably be handled by video tape.

LIVING CHRISTMAS CARDS

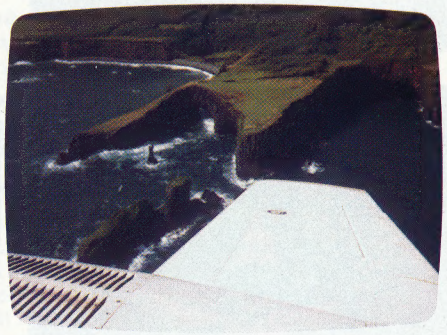
With video cassettes costing as little as $5, why not send one to an old friend who lives across the country. Wow, what a great way to revive old friendships.

Here's a friend's little daughter. How would you like to send a video of your own child 'walking' on the grass. You know, they really do grow up too fast!

As many as 30% of all households are estimated to have at least one video recorder. So, there's a good chance your old friends already have recorders.

My wife is planning to send out about 6 copies of a tape about us, our kids and our trips to her old 'best' friends in Akron, Ohio and Denver, Colorado and Phoenix, Arizona.

Here's the view from a twin engine island hopper we took to visit DAK's retired controller while we were in Hawaii. Unfortunately I'm not a private pilot, but just think of all the great moments you've had in the air that you can show on the ground.



And, the frames on the next page show a friend and myself landing at a small desert landing strip here in California. I really like flying right hand seat. And, I love having the videos to watch over and over again. **Of course, from sailing to skiing to even hang-gliding, you can catch the action on video.**

If you look at the picture below, you'll see my son heading for a soccer ball. If you're into comedy, you'd have to see the video to see him not only miss the ball, but end up flat on the ground. (He was fine as usual.)

REALLY EASY

Touch the trigger on the camera. The tape will start. You don't even need to keep your finger on the trigger. Touch the trigger again and the tape will stop.

You'll have easy TTL (through the lens) viewing. There's a focus control **and a 3X zoom lens**. Wait till you see how you can zoom in on the action.

A green LED shows you that you're recording and a red LED shows you if there's not enough light. But, an automatic iris does most of the work.

You'll be amazed at the excellent color fidelity in normal lighting, and the superb sensitivity during low lighting conditions.

But don't worry about light. You need only 35 lux, which is about normal room light for perfect recordings. And, while you can't make tapes of a room from the

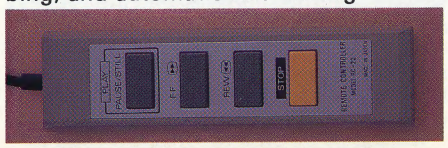
Over Please. . .

Daddy's Pride And Joy Continued. . . light of a single candle, just look at the second frame below to see how well a candle-lit pumpkin shows up on your TV screen.

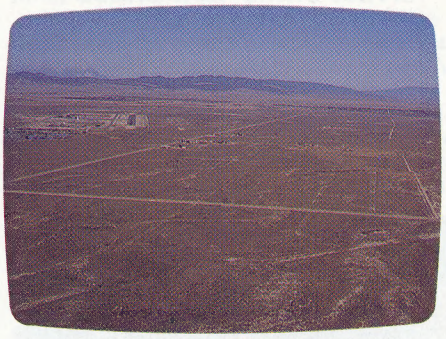
A 4-position switch lets you optimize the camera for standard incandescent light bulbs, fluorescent bulbs, full sun, or cloudy days. It's easy; it's quick, and you'll be amazed at the results.

A unidirectional electret condenser mike mounted on the camera picks up the sound with astonishing clarity.

You'll have loads of features, including speed search, still frame, audio dubbing, and automatic fine editing.



You'll particularly like the remote control because it allows you to freeze frame, advance frame by frame, and activate fast forward or reverse visual scan.



A FRANK COMPARISON OF CAMCORDERS AND SEPARATES

There are two types of video systems on the market, and a dizzying array of formats. Let's look at formats first.

Camcorders use 8 millimeter cassettes, mini VHS, Beta or full size VHS. Obviously, standard VHS cassettes with their 100% compatibility with all VHS home units and their 6 to 8 hour recording capability are our choice.

The problem is that while a few of the smaller format cameras with 20 minute recording capability can weigh somewhat less than 5 pounds, VHS camcorders can weigh over 8 pounds

Emerson's system has a camera that only weighs 1.54 pounds. Holding up 8 pounds to your eye can be a real pain.

Of course, when you add Emerson's recorder at 10.6 pounds (with battery), it weighs more overall. But, the 10.6 pound recorder is supported by a comfortable shoulder strap. So, you only hold the 1.54 pound camera up to your eye.

And, with separates, you can take the recorder without the camera for dubbing or playing tapes. And of course, with the included tuner, it's a great home remote control VHS recorder.

WHY SO CHEAP?

Emerson, a very large company, had only 16,000 of these finely crafted **Japanese made** video systems in stock. DAK alone has sold over 20,000 of just one of their other home video recorders.

Since they have thousands of dealers, they closed out these 16,000 (few to them) systems to us for an incredible all cash price. With over 270 lines of resolution captured by the Cosvicon™ 1/2" video tube in the camera, you'll find your pictures will be as sharp as our price.

AT HOME TOO

You'll get a TV tuner that turns this recorder into a standard home video recorder. You can record off the air VHF 2-13 and UHF 14-83.

The recorder has both VHF channel 3 and 4 output capability, so you can connect the recorder to **any TV**. Wow, you can put your family or your products on **any TV** instantly.

It also has 'video' inputs and outputs, so you can connect it directly to a TV monitor or to any other video recorder.

Just use normal 'audio' type RCA patch cords for really clean copies of cassettes. **So, it's a portable dubbing machine.** Just use any of the included cables shown below, and you'll be 'on the air'.

There's an adjustable shoulder strap. And, it's backed by a limited warranty.

Over Please. . .

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DOUBLE RISK FREE OFFER

We want you to try anything in this catalog risk free. You'll find our product descriptions more complete than in any other catalog that we have seen. Our feeling is that the more you know about a product the more likely you are to like it when it comes.

And, that's important to us because when you do receive a product from us, you have a full 30 days to decide if 1) it's what we described, 2) it fits your needs, and 3) if you like it.

All you need to do to get your money back, is return the product to us prepaid and insured, in new unmarked condition with all its original parts, instructions, packing boxes and our original invoice (or a copy) within 30 days of when you receive it.

Price Protection. You can't lose. As part of our 30 day risk free trial, in the unlikely event that you find any product that you buy from this catalog selling for less than our catalog price, just send us a copy of any newspaper or magazine advertisement that appears during the 30 day period, and a copy of your invoice.

We will issue you an immediate merchandise credit for the difference in merchandise price. So, you'll have both a satisfaction guarantee plus price protection for 30 days from the time you get any DAK product purchased from this catalog. Of course you are also protected by the individual manufacturer's warranties on all the products we offer.

Order Form

Name _____

Street Address _____

City _____ State _____ Zip Code _____

1 ☐ Just check here if your name and shipping address are correct. Fill in above if: 1) ☐ You have moved, 2) ☐ You wish a different shipping address, or 3) ☐ This is not your catalog.

Please give us your daytime phone number ( )_____

Toll Free Customer Service

Once you place an order from DAK, we don't leave you out in the cold. You can call our toll free customer service department at **1-800-423-2866** or in Los Angeles, call **1-818-888-2695**.

You can check on your order, or let us know about any problems you may encounter with merchandise you have bought from us. Please use these numbers for problems. **The people on the main DAK order lines do not have any information about orders in progress or shipped merchandise.**

2 **HOW TO ORDER:** Just fill in our Order Number, the quantity you want, the product description and the price. Then fill in the amount for postage and handling which you will find in parentheses (P&H) after the price of each of our products in this catalog. For fastest service please use your Credit Card or Money Order. Personal Checks take about ten days to clear.

	Order Number	Quantity	Description	Price Each	Mdse. Total	Post. & Handling
1						
2						
3						
4						
5						
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10						

3 **METHOD OF PAYMENT:** ☐ Check Enclosed, ☐ VISA, ☐ Master Card.

MINIMUM ORDER $20

[ ] + [ ] = [ ]
MERCH. TOTAL P & H TOTAL +

CA delivery add 6% sales tax, 6½% where applicable. (Merchandise only) [ ] =

GRAND TOTAL [ ]

Credit Card No._____ **EX Date**_____

Issuing Bank_____

Your Signature_____

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Call 24 hours a day 7 days a week

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1-800-DAK-0800

VISA

master charge

IMPORTANT INFORMATION

1) Shipping—Whenever possible we will ship your order via UPS. Please try to give us a street address rather than a P.O. Box.

2) Manufacturer's warranties available—All products sold by DAK are covered by the individual manufacturer's warranties. If you would like to see a copy of their exact warranty before you buy, just send us a letter, (do not phone) giving us the product number and name to the attention of the Warranty Department.

3) Typographical Errors—We make every effort to avoid errors. DAK cannot be responsible for errors. However, should you buy a product based on our error it is of course covered by the normal conditions of our 30 day free trial period.

4) Mailing list—We occasionally make our mailing list available to selected companies who have products that we think you will be interested in. If you wish not to receive these mailings, just send a copy of your mailing label to our Mailing List Dept.

5) Prior Sale and Prices—DAK deals with dozens of manufacturers. Some of the products we offer are closeouts, and sometimes we simply sell more than a manufacturer can make. In any event, we cannot guarantee to supply any product advertised. We will immediately refund your money if we find that we can no longer obtain a product or if its price rises.

THANK YOU FOR YOUR ORDER

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Call 6AM to 5PM Monday Through Friday Pacific Time

Technical Information Only. .1-800-272-3200

Any Other Inquiries. 1-800-423-2866

Daddy's Pride And Joy Continued. . .

CAPTURE YOUR FAMILY OR BUSINESS RISK FREE

It's not like using expensive film that has to be processed. With six hours costing about $5, you'll have a ball. At Christmas, I'm just going to set up the camera and just let the tape run. I'm sure to get some really great shots of the kids as presents are opened.

If you're not 100% satisfied, or even if you don't like to watch your products, yourself, or your family on TV, simply return the system in its original box within 30 days for a courteous refund.

To order your Emerson Video System (Emerson's camera is by Konica), complete with Video Recorder, Separate TV Tuner, Camera, AC Power Supply, Rechargeable Battery, Remote Control and A Complete Set Of Cables risk free with your credit card, call toll free, or send your check for ~~only $689~~ plus **$11** P&H. Order No. 4313. CA res add tax.

You've got to try this! Take the camera in the car and drive around your block or to your office with someone holding the camera out of the window. Wait till you see the results. It's like a roller coaster.

In fact, we rode a roller coaster 4 times to get the pictures on the previous page. It's really hard holding on for your life while you try to shoot pictures. But, the tape sure is a blast to watch.

IMPORTANT INSURANCE NOTE

Why not walk through your home or office and record all your possessions. Then simply put the video cassette in a safety deposit box. If you ever have a loss, just pick up the cassette. You won't have to sit and try to remember everything you own. It's a really good idea.

UNNECESSARY OPTIONS

Basically the system comes with everything you need. But, here are a few extras.

You can order extra rechargeable batteries. Each charge (2½ to 4 hours) gives you about an hour of recording. So, if you want to record more than an hour without recharging, an extra battery is just **$24.95** ($2 P&H) Order No. 4363.

You can operate this system from your car, boat or plane's 12V cigarette lighter. The cable is just **$9.95** ($1 P&H) Order No. 4364.

What if you're alone and you want to record yourself? We have a tripod for the camera. (Yes, there's a standard tripod mount on the camera.) You absolutely do not need this to hold the camera steady when you're recording on the move. But, if you're working alone, it's just **$39** ($4 P&H). Order No. 4365.

Finally, if you're out in the bushes where you don't have access to a TV and you'd like to show off your tapes, we've got an AC/DC black and white (D cells not included) 5" TV for just **$69** ($5 P&H) Order No. 4366.

Or, you can go in style with an AC/DC 5" color set (D cells not included) for just **$199** ($7 P&H). Order No. 4367.

Of course, any TV anywhere will work perfectly with this system, so chances are you don't need any of the optional accessories. This is not just a 'starter system'. **This is a complete video system just the way it comes out of the box.**

PRICE SLASHED

List price was $999

DAK sold it for $689

You Get The Video Recorder, TV Tuner, TV Camera, AC Power Supply, Rechargeable Battery And Cables

NOW JUST $599

Use Order No. 4313 plus ($11 P&H)

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